SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

how to buy and

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Page 25

Sing-along is a hot trend for '61 radio

MEDIA ANATOMY

OF THE TOP 20

An up-to-date look at the key personnel and media structure of the major radio/tv shops

AIR AGENCIES

They're lapping it (Dubonnet) up in New York

Recipe for creative radio: Part two

Page 37



are led by The Katz Agency or call WINS, JU 2-7000

Frankly, it's easy on WINS, and we deliver far more than you imagined. Not just New York City, but 24 counties in 3 states surrounding it. Not just homes and offices, but over 2,800,000 cars on the road, as well. Over 17 million people of all ages, interests and incomes whose annual purchases equal those of the next 3 markets combined. Examples? Over 6 billion on food, 2 billion on apparel, 2½ billion on cars and automotive products. Yes, you buy all this when you buy WINSland, the mammoth market reached by Radio WINS.

And summer brings you an extra bonus: 1 million radio-equipped boats that rely on WINS for official offshore weather and marine reports. Buy WINS to sell New York. It's as simple (and profitable) as that.



SPECIAL PULSE QUALITATIVE STUDY OF SAN DIEGO RADIO, SHOWS.....

- KFMB reaches more different adults daily than any other station.
- KFMB's audience listens more attentively,
 has more travel cards, credit cards and charge accounts.
- KFMB is the adults' first choice for news and for fuller details of bulletins and flashes.
- KFMB would be chosen if San Diego adults could have only one station.
- KFMB reaches both men and women equally, all income groups, all educational levels.

Ask your Petry man for the full brochure which shows why this great station moves more merchandise.

KFMB RADIO SAN DIEGO



WROC-FM, WROC-TV, Rochester, N.Y. • KERO-TV, Bakersfield, Calif.
WGR-FM, WGR-AM, WGR-TV, Buffalo, N.Y. • KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton-Wilkes-Barre, Penn.
WDAF-TV, WDAF-AM, Kansas City, Mo.





PERSPECTIVE ON GREATNESS is a favorite choice from

oast to coast! New York—sold! Los Angeles—sold! Detroit—sold! Boston, Milwaukee, louston, Denver, Memphis, Hartford, Rockford, Amarillo, Phoenix, Sacramento—all sold! PERSPECTIVE ON GREATNESS"...a new concept in documentaries! Thirteen houring specials featuring actual on-the-scene filmed highlights in the lives of such famous gures as Al Smith, General MacArthur, Lindbergh, the Duke and Duchess of Windsor, leGaulle, and more. Plus new footage from Hearst Metrotone cameramen throughout the rorld. Great shows for important local advertisers! And a practical, easy-to-store source f material on famous people—hour-long shows to run when needed.

Great New HEARST METROTONE Production





FILMS INC. • SUITE 3200 THE CHRYSLER BUILDING NEW YORK 17, N.Y. MU 7-0870 ALL

o o o o o

are on

WDBO-TV

in

CENTRAL FLORIDA

ARB*reports

WDBO-TV DELIVERS

35.4% more homes than sta. "B"
65.4% more homes than sta. "C"

Irom 9am to midnight in CENTRAL FLORIDA'S BILLION DOLLAR MARKET!

NIELSEN reports

HOMES REACHED

CTA	MON.	- FRI.	SUN SAT.	
STA.	12-3PM	3-6PM	6-9PM	9-Mid.
	(00)	(00)	(00)	(00)
WDBO	304	306	546	446
'B'	166 ′	148	389	271
,C,	61	193	295	243

WDBO-TV CH.6-CBS-ORLANDO

BLAIR TVA has more FACTS!

* March, 1961 Reports



SPONSOF

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

ARTICLES

Top 20 air agencies: their media anatomy

25 SPONSOR's latest look at leading media departments uncovers a recastir of functions. Planning and analysis, for instance, are in the ascendar

Sing-Along format hot '61 radio trend

About 50 stations across the country have hopped on the sing-alor bandwagon with varied formats. Trend is likely to continue through 't

In New York they're lapping it up

32 Schenley's Dubonnet chalks up 22% sales increase during first radi tv plunge in the New York area despite jump in wine product pri-

How stations indoctrinate new rep firms

34 In-depth training programs at stations show what happens when new retakes over client formerly handled by network sales organization

Recipe for creative radio: Part two

37 In this second part of his article on how to make money and "please the right people" Elmo Ellis lists 15 surprising "don'ts" for radio programs

Ethical drugs don't keep this advertiser out of tv

38 Pharmaceutical firm, Merck Sharp & Dohme, spends \$150,000 on one share tv show (plus spot programs) without commercial product mention

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THE

QUALITY

TOUCH

It's quality all the way at "Communication Center" where everything is new and incorporates the very latest advancements in the industry. A good example is our film and slide projection system designed especially for television. Five new combination motion picture and slide projectors feature a continuous motion process, and accommodate color or black and white. All films and commercials are stored in humidity controlled dust-free eabinets and bins.

Not a thing has been overlooked in giving the advertiser more for his money on WFAA-TV... including a big free-spending audience. And we're eager to deliver them to you!



Ask those who use WFAA-TV ... you'll want to join the growing list!

PALLAS
FT. WORTH Channel 8 C

"Communications Center."

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

By Any Yardstick

THE BIG ONE

Takes the Measure

ARB

PULSE

NIELSEN

TRENDEX

WKRG Ty

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative or C. P. Persons, Jr., General Manager



24 July 1961

SPONSOR-WEEK

CBS TV NFL SETUP ON LEDGE

Network's \$10.8 million rights to football games are now in jeopardy as justice dept. looks at exclusivity

Amoco (D'Arcy) bought a quarter of the National Football League games on CBS TV for the fall, but t's loath to issue an order until it knows what the actual price will be.

The fact is that CBS TV can and an't attest to what the price will be or the package. It knows that it will be a quarter of \$10.8 million if t has exclusive rights to all NFL eams, but it doesn't know what it'll be if a federal judge in Philadelphia

heeds the Department of Justice and bars such exclusivity.

A suit favoring the allocation of some of these rights elsewhere is before that Philadelphia tribunal and a decision is expected within the next week or two.

Last season CBS TV had all the clubs but Baltimore, Pittsburgh and Cleveland. NBC TV telecast the home games of these teams and if the decision goes against CBS TV, the old situation will prevail.

Simon Siegel elevated to ABC exec. v.p. post

Simon D. Siegel financial v.p. of B-PT, has been elected executive p. of the American Broadcasting company.

From 1929 until 1953, when ABC

Simon B. Siegel

merged with Paramount Theatres, Siegel was a financial executive of the theatre chains.

Since then, he has been

reasurer of AB-PT, and was elected nancial v.p. in 1957, board member 1958, and executive committee ember in 1959.

In addition to his new post as excutive v.p. of ABC, Siegel remains financial v.p. of AB-PT.

Siegel's ascendancy at AB-PT has been constant ever since the Paramount-ABC merger first took place and he has long been informally regarded as the No. 2 man to Goldenson within the AB-PT hierarchy.

NETWORK TV O&O'S CULTURAL STRESS

The three network tv flagships are cooperating to show off the cultural side of their schedules during July.

A new bulletin, called Previews, is being put out under TIO guidance by the three New York o&o's: WABC-TV, WCBS-TV, and WNBC-TV.

The bulletin is designed to show how many educational, religious, news, informational music, and similar programs the network flagships are offering.

SHELL INCHING BACK ON SPOT TV

Shell Oil is back in spot tv, after several months of an exclusive romance with newspapers.

For the moment, the sharing of media affections by Shell is on a pretty limited scale.

What Shell is actually doing with spot tv is this: testing some new IDs and minute commercials in six markets.

It can be more or less assumed that there is a broader implication in these tests: using the new commercials, if they turn out effective enough, in a flock of tv markets sometime this fall.

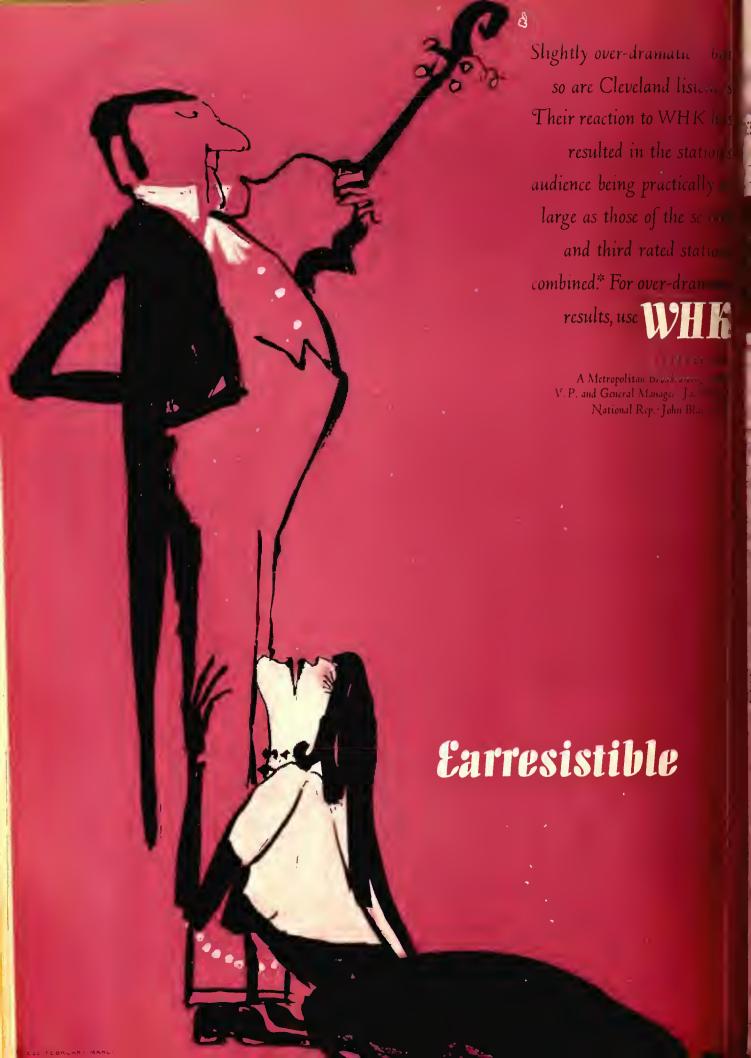
Shell is also testing some new radio commercials in about six markets.

ABC: no premium for daytime Ernie Ford

It came as a surprise to trade circles this week that ABC TV won't ask a premium price for Tennessee Ernie Ford, its January 1962 daytime entry.

Show, which will have a band and entertainment cast, reportedly will cost \$9,000 a quarter, the regular daytime price.

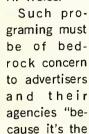
It's understood that ABC TV still hasn't decided on a time slot for the Monday-through-Friday Ernie Ford show, but is considering 12 noon or 2 p.m.



EDWARD H. WEISS ON RESPONSIBLE' TV

A plea for responsible tv programng that genuinely serves the public was made last week by agency presi-

dent Edward H. Weiss.





only way to stave off controls, coercion, and censorship in the long un," stated the president of Chicago-based Edward H. Weiss and company.

Weiss pointed to his Purex dayime specials for women as an exmple of this type of programing.

Six of the women's daytime speials, plus three others, are to be epeated this fall on Tuesday eveings on NBC TV.

The agency placed an institutionl ad for the specials in Saturday eview magazine, the weekly's first d run for an agency.

v g<mark>ross up 11% in May</mark> s61,7 million—TvB

Network tv gross time billings for lay were \$61.7 million in 1961, 1.1% ahead of last year, according LNA-BAR figures released by TvB. For the first five months of the lar billings were \$304.0 million, hich was 7.3% above 1960.

Biggest leaders in the advance ere ABC TV, NBC TV, and daytime in general. For January-throughay, ABC TV climbed 22.2% over 60 for \$79.4 million and NBC TV is up 11.2% to \$113.4 million.

CBS TV had \$111.2 million, a drop 4.6% from 1960.

Five month three network daytime is up 20.4% to \$101.7 million and

nighttime was up 1.7% to \$202.3 million.

So far in 1961 NBC TV is some \$2.2 million ahead of CBS TV. But NBC TV's gross is about \$2.9 million behind CBS TV's figure up to May last year.

Biggest area of increase in the May report was general Monday-Friday daytime, up 30.5% for the month and 22.9% for the year over 1960.

ABC INTERNATIONAL ADDS PANAMA OUTLET

The sixth station in the Central American network of ABC International will be in Panama.

The station, Televisora Nacional, will be in Panama City and will be on the air by the end of the year.

ABC will provide engineering, financial, and administrative assistance. It will also act as sales representative and program purchasing agent.

Other Latin American affiliates of ABC International are in Venezuela (five-station VeneVision network), Buenos Aires, Guatemala City, San Jose in Costa Rica, San Salvador, Tegucigalpa in Honduras, Managua in Nicaragua, and Guayquil in Ecuador,

Elsewhere in the world ABC is affiliated with stations in Adelaide and Brisbane, Australia, and with a station under construction in Beirut, Lebanon.

KBS COUNTY COVERAGE

There are 2,078 "D" counties in the U. S. (under 30,000) and Keystone Broadcasting System covers 88% of them.

Of 671 "C" counties (30,000-100,-000), KBS covers 80%, and of 226 "B" counties (100,000-500,000) it reaches 66%.

But KBS gets into only 30% of the 94 "A" counties (over 500,000).

Keystone covers 83% of all U. S. counties.

CARL W. NICHOLS TO C&W PRESIDENCY

Carl W. Nichols Jr. becomes the new president of Cunningham & Walsh in a complete reorganization of the agency.

Former president Robert R. Newell



becomes chairman of the board, and former board chairman John P. Cunningham is the new chairman of the executive

Carl W. Nichols Jr.

committee.

Senior v.p. Carl R. Giegerich becomes chairman of the plans board.

C&W's new executive group now includes, besides president and chief executive officer Nichols, the following executive v.p.'s: Edward H. Calhoun, marketing services; Anthony C. Chevins, creative services, and Joseph D. Nelson Jr., account management. These four men, together with chairman Cunningham, comprise the new executive committee.

Although the Chicago office of Cunningham and Walsh Inc. has been sold back to Ivan Hill and several associates, C&W will continue to operate in that area.

The name of this new agency incidentally is Hill, Rogers, Mason & Scott. Three high executives leaving C&W in Chicago to join its principals are Sherman E. Rogers, Kenneth Mason, and Lawrence W. Scott.

The new agency reportedly will hold several former C&W clients, including Sara Lee, Beatrice Foods, Baldwin piano, College Inn foods, and certain AMF divisions.

Storer income off in '61

Storer Broadcasting reported on its net income this week for the first half of 1961.

Profits after taxes were \$2.0 million, down from \$2.8 million in 1960.



Take a second look

(it's Gourmet House, in Duluth)

Take a second look at the Duluth-Superior market-

it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

Bigger than Albuquerque, Fort Wayne or Little Rock!

Duluth-Superior-BIGGER than you think-and only

KDAL delivers it

KDAL-CBS RADIO-TELEVISION/3-AN AFFILIATE OF WGN, INC.—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 11.

NAB: 'potential Bonanza' or fm stations in stereo

(Chicago): A "potential bonanza" or fm lies ahead in the sale of tereo receivers, NAB radio v.p. John . Meagher told a convention of reail radio dealers this week.

An NAB survey found that of 185 n stations planning to go on the ir, 77 will go stereo in 1961 and 21 hortly afterwards.

IBC Spot ups Fromm

Two promotions at NBC Spot ales were announced this week by p. Richard H. Close.

Wilbur H. Fromm has been made



director of new business of promotion.

Alfred Ordover was appointed research manager.

Fromm has been with

BC since 1955 as spot sales adversing and promotion manager.

Ordover joined NBC in 1956 and ot sales in 1960.

ustralia in first tv slump

(Sydney, Australia): For the first ne in Australia, the infant to instry is suffering a downturn.

Tv advertising, for example, is wn 43% below last year. Under esent economic conditions, there we been no tv rate increases for e past 18 months, a highly unusual roumstance in a five-year old tv dustry, reports Charles Michelson, c.

Three factors behind the tv downrn are a general recession, limits
credit buying, and fears that
istralia's trade with Britain will
ffer if the latter joins the Euroan common market.

The slump is expected to affect ports of U. S. telefilms. Both antities of tv film imports and ces paid for them may be reced in the near future.



MURROW SEEN ON CBS

Viewers who have been seeing Edward R. Murrow on CBS TV stations lately may have gotten the impression that he's back with the network.

Actually USIA director Murrow was only introducing an episode of International Hour, a series of tv programs obtained abroad and circulated among the five CBS o&o's.

Murrow commented on the significance of the tv program exchange. He's the second federal official to make introductory remarks for the CBS series. The first was Philip Coombs, state department assistant secretary of educational and cultural affairs.

Top 100 spenders heavy in tv

The top 100 advertisers spent 53.3% of their measured expenditures in tv last year, TvB reports.

Of \$1.7 billion spent, \$0.9 billion went into network and national spot tv.

Last year the top 100 increased their ad budgets 5.6% in all media, about two-thirds of it going into television.

Ninety-eight of the top 100 used tv; the other are liquor advertisers.

Seventy-one regarded to as their basic medium. Fifty-one spent half or more of their ad budget in to, 33 spent more than two-thirds, and 10 more than four-fifths.

For the top 100 network tv spending was up 8.5% and spot tv was up 3.6% in 1960.

Bell Telephone's summer spearhead: 4 radio nets

Network radio and magazines are spearheading Bell Telephone's summer travel promotion.

Thirty-second radio spots have been running since June on all four radio networks.

Bell's musical commercials tell specifically how telephoning can eliminate typical vacation troubles.

Associated Bell companies are backing up the campaign. Agency is N. W. Ayer.

Oswald named at GMM&B

George Oswald has been elected a member of the executive committee of Geyer, Morey, Madden &



George Oswald

Ballard, it was announced this week by chairman B.B. Geyer.

Oswald, who joine'd t'he agency as a senior v.p. six months ago,

coordinates five of the agency's regional offices.

Before coming to GMM&B, Oswald was v.p. and account supervisor at K&E.

Congress may look at radio

(Washington): Congress has returned to the matter of old rivalries among radio stations for occupancy of scarce frequencies.

Some legislators dislike the FCC's decision to put second stations on the clear channels, though informed capital observers see little prospect of Congressional action on the subject.

This week, also, there were new hearings on pleas by daytime-only broadcasters for longer operating hours.

women love to be wooed

And NBC Daytime has winning ways with the women most able to buy! Want the inside track on a billion dollar market? Reach America's how wives via NBC Daytime Television. Nielsen shows that, in just 4 weeks, an NBC daytime a cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cruiser in three different programs gets his message to 58% of the younger housewives, 65% cr



el60 million. Strong in buying power too—they have over twice as much to spend as younger mies. They buy more. They consume more. More coffee... facial tissues... prepared puddings. In it comes to cigarettes, for example, Nielsen says they use nearly twice as many as their ouger counterparts... nearly two and one half times more than older housewife homes.** But

Daytime's flexible scheduling. Put your advertising power where the selling owr is—on **NBC Television Network...leader in the Daytime!**



"NTI Special Analysis 4 wks ending Feb. 5, 1961. **Niehen Special Research 1957-196

lor) 2:00 Jan Murray Show (color) • 2:30 Loretta Young Theatre • 3:00 Young Dr. Malone • 3:30 From These Roots • 4:00 Make Room For Daddy • 4:30 Here's Hollyword

ONSOR • 24 JULY 1961



Latest PULSE* figures show

KRIZ #1

with more first-place quarter hours than any other station.

KRIZ-307

X - 90

Y - 38

Ties — 69

Total weekly 504 quarter hours

*According to the March, 1961 Pulse Report.





Sponsor backstage

Potpourri on tv

THOUGHTS WHILE TRYING TO COME UP WITH AN IDEA FOR A BACKSTAGE COLUMN ON A HOT JULY EVENING:

Should I do another piece on the last portion of the Federal Communications Commission's hearings on program practices? I think not, though some elements certainly were most interesting. It was noteworthy that two such emi-



nent and capable producers as Fred Coe and Albert McCleery min mized the amount of pressure of any kind they had experienced wis sponsors and agencies. The ratings, of course, took their usual being, with Coe, McCleery and others reiterating that the ratings a largely responsible for the decline of top drama fare on tv. With t blasting the ratings services take at events such as the FCC hearings, the NAB Convention where Governor LeRoy Collins castigat the industry's slavish devotion to the ratings as did FCC Chairm. Newton Minow—with this constant and vehement barrage level against them it's a wonder the ratings services survive. But may it's because, as Theatre Guild attorney Bill Fitelson pointed out the FCC hearings, the ratings are all we have to go by.

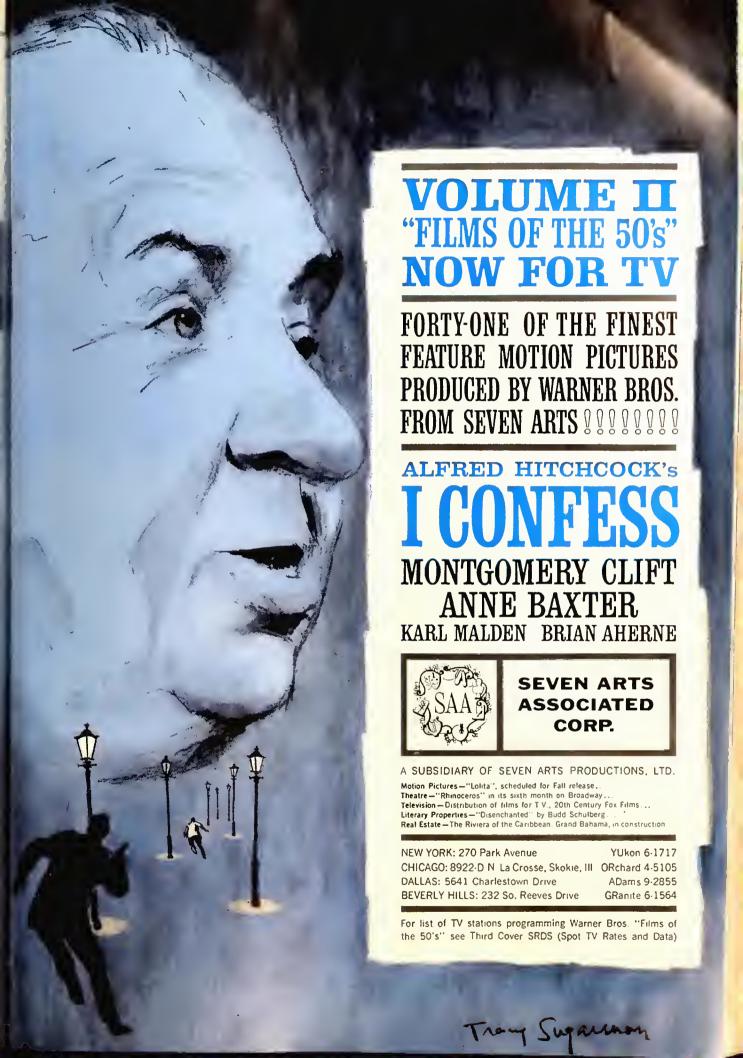
NBC-Y&R revolving door

Our old friend Pat Weaver conducted himself creditably, making the prediction that tv programing would improve in the near futured laworder if Pat's notions in this direction were influenced at all latter news (which he must have known before it was officially a vealed), that his old programing aide at NBC TV, is going back the network as head of tv programing, replacing David Levy.

Mort's leaving his job at Young & Rubicam to return to the NF web. Gives me the feeling that NBC and Y&R are really on opposisides of a connecting revolving door. If I recall correctly, Pat his self came to the network from Y&R and so did Dick Pinkham as Tom McAvity. And Dave Levy was with that agency, too, before became programing head of NBC.

Talking about NBC, maybe I could do a column on Bobby Sa noff's piece in the Saturday Evening Post on tv programing, or a General Sarnoff's speech at the National Press Club in Washingto D. C. The General, I'm told, played to standing room only, and didn't disappoint the newsmen. He got on President Kennedy's a Newton Minow's bandwagon, urging the hastening of United Stat Communications satellites. In his characteristic kind, but firm, maner, he chided those who were fighting over control of the satelf operations, and thus delaying the entire effort. It seems the State Department and the FCC, if not several other governmental bod are debating control issues. The General, on the lighter sishowed the Press boys and girls a pocket sized color tv, am-fm rain

(Please turn to page 46)





49th and Madison

'Greatest medium'

In your SPONSOR SPEAKS of 12 June, 1961, titled "The ordeal of free tv" you state (referring to television): "It is, after all, the greatest system of public communications to be found in the world today."

Recently I wrote the editorial staff of another weekly radio/tv magazine concerning a much similar statement and this is exactly what I said to its members:

"In no part of the context of this editorial is there any premise to substantiate the fact that television has become the predominant communications medium. On reconsideration, I'm sure you would grant that radio is not only the predominant communications medium but the greatest mass medium available."

Terry McAuley (a local radio salesman) St. Louis

That 'young Communist' letter

This is relative to the article, "A Young Communist Writes" that appeared in your publication.

I saw the article in the General Information Bulletin. The G.I.B. is an employee bulletin that is published by the headquarters office my company, Southern Bell Tel phone Co., for employees.

This is to request permission publish it in our local employee pulication, The Central Teletalker. feel there is a great need for aling our people to the danger Communism. This article is standing in this regard.

l will appreciate your cooperation and assistance in this matter.

Parks Scott
Southern Bell Telephone
& Telegraph Co.
Birmingham

Attached is a copy of the program for the American Strategy Forum which was held during the National Jaycee Convention, 19-22 June in Atlanta. You will notice the "A Young Communist Writes" article on the back page.

Space prohibited the use of Mr Crutchfield's letter in this instance Still, the letter, and the forum, made a tremendous impact upon the Jaycees and many of them had high praise for this part of the annual convention.

Thank you again for granting us permission to use the letter.

Hal C. Griffin
chairman
publications committee
Atlanta Jaycees
Atlanta

• Few pleces published in SPONSOR have attracted as many letters and as much comment as the letter written by a young Communist and published in the magazine 10 April 1961. The letter originally appeared in "Presbyterian Survey" and was called to SPONSOR's attention by Charles H. Crutchifeld, executive v.p. and general manager of Jefferson Standard Broadcasting Co., Charlotte, N. C. Crutchifeld's let to SPONSOR appeared with the Communist missive. The Scott letter follows a previous request from Southern Bell headquarters in Atlanta to reprint the letter in G.I.B. and SPONSOR is, of course, only tow willing to see the Communist letter and its significance bruited about.

This request is for the record. May we have permission to reprint your highly useful chart on program costs from the 26 June issue with credit, of course?

Alvin A. Dann
director public relations
ANA
New York

· SPONSOR is happy to oblige.



WAVE-TV sells 28.8% more Soft Drinks and Confections

- to 28.8% more men, women, teenagers and children!



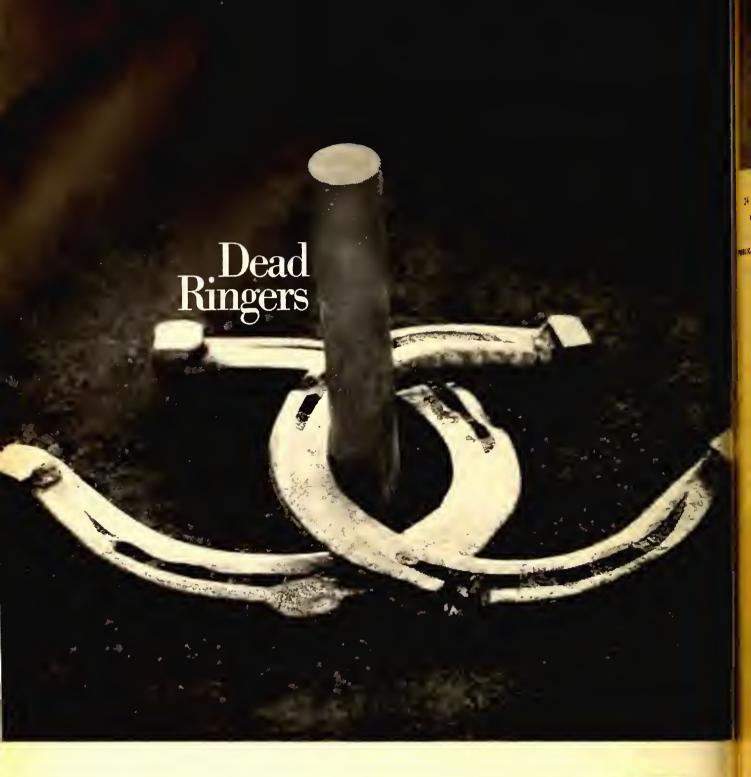
That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in any average week. Source: N.S.I., Dec., 1960.

CHANNEL 3 • MAXIMUM POWER

LOUISVILLE
THE KATZ AGENCY, National Representatives

GEWS!

6 out of 10 copies of SPONSOR go to BUYERS OF TIME!



The Audiences of wpix-11 and the top Network station are the same: A. C. Nielsen has proved that a rating point on wpix-11 and on New York's leading Network station delivers the same number of families with the same income levels, home and automobile ownership characteristics, job occupations, etc. On wpix-11 national advertisers are reaching the right people at the right time with the right kind of impressions ... minute commercials in prime evening time in a "network atmosphere" of fine programming, advertisers and audiences.

Where are your 60-second commercials tonight?



SPONSOR-SCOPE

24 JULY 1961
Copyright 1961
SPONSOR
UBLICATIONS INC.

If you're involved in spot tv, you'll be interested to know what some of the key agencies in the medium are telling their clients as to how they envisage the 40-second chainbreak shaping up from the use standpoint this fall.

Well, Compton, which includes among its accounts the biggest spot buyer of them all, namely, P&G, has passed on to its clients, in effect, this set of suggestions and passing observations:

- So far, the prices being asked for 40s aren't economic enough to make them feasible for general use, but they might be stuck in where the rate is right.
- If there's any prospect of including 40s in a schedule, it would be prindent to do the shooting at the some time that minute commercials are being made, since this sort of adaptation will entail a single talent payment.
- It looks as though there'll be a scarcity of IDs and hence it is not recommended that the broad use of this segment be included in a campaign plan.

Some of the major tv reps have pretty well reconciled themselves to this: it will take six-eight months more before the economic value of the 40-second break starts jelling in the minds of the advertiser and agency.

It is their opinion that the 40-second burst on the scene too late for the user to make an intelligent assessment of the device as far as fall planning is concerned.

Rexall (BBDO) will pour its entire air media appropriation for this fall's one-cent sale into daytime network tv and radio.

The dimensions of the campaign:

- A week's (6-11 November) blitz, with the emphasis on minutes in frequency.
- The tv money will be spread between ABC TV and CBS TV, with the former network mostly in the afternoon and CBS TV in the morning.
 - For radio it'll be ABC, CBS, NBC, Mutual and Keystone.

The strategy is in sharp contrast with the one Rexall has been pursuing in recent years in connection with the one-cent sales, tv network specials. At BBDO they're referring to this campaign as the "workshirt" approach as opposed to the "glamour road."

Nostalgic note: in the old days Rexall's "workshirt" gambit was spot.

Tv network sales promotioners returning from Detroit lately report that the volume of business likely to emanate in the automotive centers is taking on a rosier tinge.

What's holding up, they say, actual and added commitments is the nucertainty of the introduction dates for the new lines.

For instance, ABC TV has on the line an order for about \$1.5 million worth of business, but this won't be confirmed until the division is settled on the debut week.

As for spot, the companies and respective divisions are playing their plans tight to the vest and not much information about schedules is expected for another month at least.

There are good indications that spot tv, for the first time in a couple seasons, will get a choice link of DuPont's (BBDO) anti-freeze line: the bulk of the tv money had been going to tv network nighttime minute carriers.

As usual, the anti-freeze division will be buying flights this fall and winter on over 200 radio stations.

SPONSOR-SCOPE continued

The past week saw a fair amount of new spot tv emerging from New York Chicago sources for August and the fall, but in not one case did auybody evinterest in 40s or 30s.

Action out of New York included: Maypo (Fletcher Richards, C&H), over 80 mar minutes and 20s, starting end of August; Avon (Drerer), 15 weeks, starting 28 Aug Birdseye Baby Food (B&B), four weeks, late minutes; Post Alpha Bits (B&B), kid s minutes; Simoniz (DFS), prime 20's.

Chicago and other midwest activity: Pet Milk (Gardner); Butternut Coffee (D'Arc Louis); Quaker Oats' Muffets (Compton); American Dairy (Campbell-M), IDs for cream.

Not all the pioneering favorites of radio die or fade away from the national regional scene: Pet Milk (Gardner) is resurrecting the Grand Ole Opry for spot

It'll be a specially produced half-hour version for placement in southwest markets. The Opry was sponsored by R. J. Reynolds out of WSM, Nashville, for myears, and ranks along side WLS' Saturday Night Barn Dance as the country's oldest best known hillbilly entertainments, both spawning famed recorder makers and film stars.

New York agencymen who have over the years been close to the fluctuations radio program creativity on the local level think that the medium is showing signs a big surge toward new forms and formats.

Cited as the precursors of this creativity burst:

- Differently conceived approaches to community service talk programs.
- More and more stations pinpointing their programs to a certain potential share local listeners and sticking to it, instead of being everything to everyone.
- The spread of the 30-second or 60-second vignette of specialized informat scope which serves as a springboard for a commercial. Like a vignette about fashion ceeding a cosmetic announcement, with the advertiser paying a premium rate.

The word about July-August business among the reps isn't good: in spot particularly, they figure it'll be even lower, as compared to 1960, then they lanticipated.

In retrospect, for both tv and radio it was a pretty strong May and a sharper dip in J than last year.

Spot sellers, the tv networks have snatched still another perennial away fryou: it's Maybelline (Post & Morr), which has bought 26-week participations in Steve Allen Show and NBC TV's Saturday Night Feature.

Maybelline as a spot afficiano could be depended on for about 100 markets.

Lincoln-Mercury dealers are apparently running into some hardnose marin the matter of buying at local rates, because K&E last week was dishing quite a number of radio schedules and at national rates.

K&E had been circularizing Lincoln-Mercury dealers, suggesting that they first whether they could place their radio alotment at local rates.

Compton is putting Gulton Industries' Life Lite flashlights and batteries into for a Christmas promotion that will involve both spot and network.

The campaign in either instance will extend six weeks, with the commitments along line: (1) minutes on the Jack Paar show; (2) five spots per market a week in the niceading markets.

It's the first time that Life Lite, which recharges itself by being plugged into an electrocket. has made use of the gift angle. Over-all budget: \$2 million.

SPONSOR-SCOPE continued



Motorola (Burnett), after a five-year absence, is coming back to network tv.

It's committed for three specs to run late September, October and December as the spearhead of the new Motorola line promotion, stressing tv sets and stereo.

Jack Benny and Bing Crosby have already been set for their own events, with Crosby elected to steer the Christmas gift pitch.

ABC TV is offering a July to 17 September weekend special in connection with the Roaring 20's and the Disney series.

If bought together, a minute in each can be had at package price of \$10,000.

Disney, incidentally, is a lameduck as far as ABC TV is concerned. The series takes up its stand on NBC TV 24 September.

The pressure is on at NBC TV to find takers for a mass of public affairs shows and news documentarics that the network has on the boards in certain specific spots and as preemptionites for the 1961-62 season.

The specific hours: those open 10-11 p.m. Sundays and 9:30-10:30 Fridays.

The group are being offered at \$30,000 a program. The network says that some of them will cost as high as \$100,000 to bring in.

Latest competitive twist in network radio: CBS is offering midweek packages of minute announcements on a run-of-schedule basis.

Gross rate for a package of 10 such minutes is \$7,000, as compared to the price of \$1,350 per fixed minute.

Buyers of the R-O-S package are guaranteed 85% clearance of 200 stations.

What might have spurred the \$700 pricing for a radio network minute: a morning minute on CBS TV now sells for as low as \$2,000.

Mutual is offering the Army-Navy game at a package price of \$30,000, and in the process is quoting an audience of 4 million homes.

Added inducements: a free luncheon for 100 invitees by the client and agencies, plus free game tickets to all attending.

It looks at the moment that NBC TV will be going to but this fall with the same daytime programing lineup: licnce, it would be interesting to scan the network program prices being asked per quarter-hour.

These half-hour strips, points of origination and net tariffs are:

PROGRAM	PRICE	ORIGINATION	NOTES
Say When	\$1,000	Live New York	Class D Rates
Play Your Hunch	2,800	Live New York	Class D Rates
The Price Is Right	3,000	Live New York	Color
Concentration	3,000	Live New York	
Truth or Consequence	2,825	Live Hollywood	
It Could Be You	3,000	Live Hollywood	Color, double crossplug
Jan Murray Show	1,000	Tape New York	20% Bonus Plan, double crossplug
Loretta Young	2,500	Film reruns	
Young Dr. Malone	1,000	Live New York	
From These Roots	1,000	Live New York	20% Bonus Plan
Make Room for Daddy	2,500	Film reruns	20% Bonus Plan
Here's Hollywood	1,000	Tape Hollywood	Double crossplug

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SPONSOR-SCOPE continued

Something substantive is being done by the SRA to help agencies minimize to chances of film commercials getting to stations too late for broadcast.

The action: an SRA subcommittee, headed by Lloyd Griffin, is compiling a brochure no ing the procedure that agency shipping rooms might follow for maximum efficiency. It will also contain the specific address for each station recipient.

-

The latest oldtimer to come out of hibernation as far as radio is concerned Clark Bros.' Teaberry, Cinnamon and Tendermint Gums (Gardner New York).

It hasn't been around radio at all since 1950.

Back in the '30s and '40s it was a staple, never spending an overwhelming amount money but something that always warranted a reps trip to Pittsburgh.

In fact, KDKA had Clark Bros. as a sponsor in the mid-'20s.

.

Nylon and rayon bidders for the tire manufacturing business have cause to loo over their shoulders as they carry on their battle of claims and counterclaims.

The steel people see tire making as a new outlet for their product, advancing the theme that a mixture of steel and rubber will provide longwearing and the sort of support the will lessen the amount needed.

Hence in the near future advertising may see institutional campaigns for tires directed from three directions: DuPout, Tyrex and U.S. Steel.



McCann-Erickson has solved a ticklish problem with regard to the Humble 0 account by transferring one of its upper-ranking executives to the Houston office.

The Humble boys, despite the fact their company is now nationwide, are reluctant about getting headquartered too close to the parent corporation, Standard Oil of N. J., and so the agency is cooperating advertisingwise by buttressing Houston with key men out of Interpublic.



The discount department stores are taking a leaf out of the supermarket's book they're granting more and more concessions to rack jobbers.

And a highriding reason for this is a shortage of merchandising specialists.

Unlike many of the supermarket chains, the discount store operators have become incline to single out certain merchandising management operations for themselves and leaveline merchandising brainwork to rack jobbers who function as chains without chains.



It may be largely due to the summer business situation, but agencies report that more and more to stations in the smaller markets are offering their primes in plan or package, form.

Certain reps admit that adoption of this strategm has tended to bump business up, bu they make a point of adding that their station only went for it because the competition was doing it.



DuPont's textile division has bought a mess of Monitor spots in NBC Radio's Monitor for the Labor Day weekend to sell motorists on the auto safety belt, to which the division contributes the raw product.

If the campaign clicks, it will be tried again on other holiday weekends.



For other news coverage in this issue: see Sponsor-Week, page 7; Sponsor Week Wrap-Up, page 60; Washington Week, page 55; sponsor Hears, page 58; Tv and Ra dio Newsmakers, page 68; and Film-Scope, page 56.



LEWAY TO TH HEAR D'SOUTH AROLINA:

st metropolitan area (and a close second in the two Carolinas after a metropolitan area (and a close second in the two Carolinas after a increase in the 1960 Census) give Channel 10 their major time and tention, not to say devotion. This adds up to a 78.5 share of audience, as ARB (March 1960). And throughout South Carolina, WIS-television's foot tower, tallest in the South, delivers more of the state, more effectively, has any other station. In short, South Carolina's major selling force is

VIS television NBC/ABC-Columbia, South Carolina

TATION OF THE BROADCASTING COMPANY OF THE SOUTH
G. Richard Shafto, Executive Vice President

Y



The trend thunders on.

Nielsen rounds up the figures for the week ending July 9 and figures ABC-TV for first place in average audience.*

This measurement, it should be noted, is in the toughest competitive arena—the markets where *all 3* networks vie for the Viewer's eye. The breakdown is illuminating: 5 out of the top 10 shows, 40 firsts or seconds out of

49 half hours programmed.

Summer or no...the trend to ABC-TV, than which there is nothing harder to stop, continues unstoppable.

ABC Television

*Source: Nielsen 24 Market TV Report, average audience, week ending July 9, 1961, all commercial programs originating between 6-11 PM (N.Y. time) Monday thru Sunday.



JWT $Y \mathcal{R} \cdot R$ BATES WcCAN V BBDOB&BBURNETT D-F-SESTY AYERCOMPTON K&EL&N FC&B C-EC&W SSC&B EWR&R GREY NL&B

MEDIA ANATOMY

Survey brings to light recasting of functions in the leading radio/tv shops

taking its periodic look at who's wo and what's what at the leading raio/tv agency media departments. Sonsor notes some recasting of functins. Conspicuous by their increased inportance in the ever more complex ratia field are such specializations a planning and analysis. At the beer level, on the other hand, generation in the form of all-media bying gets into the act to a greater dece.

While most of the top shops mainten the conventional account group a roach to planning, with an associate media director assigned the princes of berths created for planners newhat removed from the specific arount level. For example, BBDO his formed a separate Media Plan-

ning & Analysis section which stands ready to examine the needs of any account at the agency. The planning unit works on concepts, basic rules of how to look at media. It brings together the different languages of each medium into the language of one plan in which each medium is examined in terms of the others, according to the unit's head, associate media director Ed Papazian.

Lennen & Newell has established six planners (assistant media directors—contact) who are responsible for specific accounts, but removed from the buying and other details. They work out strategy in conjunction with one of the agency's two associate media directors and the director, passing their determinations on to the assistant media director re-

sponsible for buying. A recent reorganization at Grey Advertising reflects similar division of functions.

All-media buying is practiced across the board by Young & Rubicam, Benton & Bowles, and Cunningham & Walsh, and in certain instances by Campbell-Ewald, BBDO, and J. Walter Thompson, At C-E they maintain broadcast and print specialists for the giant Chevrolet account, all-media buying for less massive clients, BBDO utilizes all-media buyers for accounts spread more or less evenly over all media, specialized buying for those heavily weighted in one.

Those agencies holding the line on the traditional specialized buying show little sign of veering toward the all-media approach, once touted as likely to sweep the industry. Adamant commentary in favor of specialization is to be encountered among officials of these agencies. Compton media director Frank Kemp has this to say on the subject:

"... We do not believe that a buyer who has to handle all media can be an expert in any. Additionally, we feel that an important part of a buyer's job is to see media representatives. If a buyer has to handle all media, he has to see reps from all media and this we feel is a great drain on his time. Or else, he has to skimp on the number of people he can see."

Or, in the words of Frank J. Gromer, Jr., v.p.-director of media at

Foote, Cone & Belding, "The buy function is a very complex and hig personalized one and we feel the first-rate buying job requires speciation in a single media type Gromer adds, "At the same time, encourage each of our buyers to come familiar with all-media concerby having them sit in on over

(NILLIONS)			
I CENCY	DANE	AIR	TOD DOUGLON DEDGONNEL AND DARWICHLARS
AGENCY	RANK	BILLINGS	TOP ECHELON PERSONNEL AND PARTICULARS
		151.4	v.p. & media director, Richard P. Jones; media manager, Robert D. Lilien; media research director, Jack Green; associate media directors, Anne Wright, Ruth Jones (broadcast supervisor), Robert Welty, James English, Samuel Scott, Thomas Glynn, Harold Wilt
THE TYPE IN THE PROPERTY OF TH	3	112.7	v.p. & director, William E. Matthews; v.p., Henry L. Sparks; associate director & administrative officer, G. Kirk Greiner; associate director & manager of outdoor div., Thomas Skelton; associate directors, Thomas Lynch, Charles Buccieri, Henry Sparks, Frank Coulter, James Scala, Joseph St. Georges; media account supervisors, Rodney Holbrook, Robert Kowalski, Frank Grady, Frederick Weiss, Arthur Meagher, Joseph Ostrow, Seymour Drantch, Russell Young, Kay Brown, Robert Gleckler, Justin Gerstle, Arthur Jones Jr.; manager of spot coordination unit, Raymond E. Jones, Jr.
BATES	3	105.0	senior v.p. in charge of media, Edward A. Grey; associate media directors & v.p., William J. Kennedy, William T. Krammerer, Winston W. Kirchert, Martin J. Murphy, Robert P. Englke; media supervisors, Norman A. Chester, Albert Skolnik, Christopher P. Lynch, Bruce Small, Edwin A. Kirschner, Paul M. Reardon, Conant Sawyer, Francis K. Thompson; assistant media supervisors, Henry Peterson, Nathaniel Gayster, John J. Sinnott; manager media relations, Donald W. Severn
McCANN	3	105.0	v.p. media services, H. Nevin Gehman; v.p. & media manager, Kelso Taeger; associate media directors, John Crandall, William Fricke, Thaddeus Kelly, Alfred Sanno; manager of media research, Robert Coen
PBBDO	5	92.5	media director, v.p., Herb Maneloveg; associate media directors, W. Bests, J. Clinton, M. Donovan, J. Harris, E. Koehler, E. Papazian (media planning & analysis); media supervisors, E. Tashjian, E. Fleri, A. Hornell, S. Rosenfield, L. Millot, H. Duchin, P. Tocantins, J. Marting, L. Keane, N. Holden, W. Borchert, J. North, G. Nuccio and J. McManus (media planning & analysis); L. Goldberg (tv programing liaison); T. Brew (network time buying)

lia planning sessions and attendboth print and broadcast sales centations."

he feeling at all-media buying ups is that buyers ought to be lifted to make recommendations to how a elient should divide his get among the media. All-media ers are considered potential media

supervisors and above, in keeping with a growing tendency to promote from within rather than look to other agencies for officer material.

Media departments are playing a larger role in the purchase of network programing in conjunction with the spread of spot carriers. At the rate this approach to network sales is taking hold, it is expected to encompass well over 50% of prime evening hours when the coming season gets underway.

This compares with 25% last year. 15% the year before, and 11% in 1958 (SPONSOR-SCOPE, 29 May 1961). Among the agencies whose media departments hold sway in the

			ייי מורכות איני
AGENCY	RANK	(MILLIONS) AIR BILLINGS	TOP ECHELON PERSONNEL AND PARTICULARS
• COMPANY CONTRACTOR OF THE CO		. r min at a	י די אווייל עד איי בעייות בער בער מוויין און בער איין איין איין איין די די איין איין איי
3&B	6	88.0	senior v.p. in charge of media & television programing, Lee Rich; manager of the media department, Lee Currlin, associate media directors, Bern Kanner, Rudy Maffei, Milt Kiebler, David Wedeck; assistant media directors, Dick Gershon, Roger Clapp, Ed Green, Paul M. Roth. John Collins, Sam Haven
BURNETT	7	65.6	v.p. charge of media, Thomas A. Wright, Jr.; v.p. charge of media & program analysis, Dr. Seymour Banks; manager media department, Harold G. Tillson; media group supervisors, David Arnold, Joseph Hall, Richard Coons, William Oberholtzer, Gus Pfleger, George Stanton
)-F-S	8	62.0	v.pmedia director, Louis T. Fischer; associate media directors, Shelton Pogue, Kenneth P. Torgerson, Peter Triolo
ESTY	8	60.0	v.pmedia, Walter Smith; media director, Mark Byrne: associate media directors, Hal Simpson, Frank Mahon
AYER	10	57.0	v.p. in charge of the media department, Leslie D. Farnath; media director, George S. Burrows; supervisors, Frank Carvell, Chalmer C. Gates, William J. Kane, George M. McCoy, Jr., Harlan B. Radford, Robert P. Rowen, Isabel V. Ziegler
COMPTON	<u>11</u>	50.0	media director, Frank Kemp; associate media directors, Julie Brown, Walter Barber, Tom Carson, Henry Clochessy, Robert Liddel, Manrice Sculfort; head buyers, Graham Hay, Ray La Bonne
(&E	12	47.6	media director-v.p. director media relations, Joe Braun; associate media directors, Brendan Baldwin. Marvin Antonowsky, media supervisors, Jack Caplan, Louis Kennedy. Harold Sieber
-&N	13	45.1	media director II. Zeltner; associate media director planning development contract & analysis, J. Van Emmerik, E. Bertolino, assistant media director-contact, W. Christman, M. Narva, P. Zappert, J. Kelley, A. Hampstead, C. Ford; assistant media director-broadcast buying, F. Howlett; assistant media director-media services, M. Keshin
	= University of the contraction		•

purchase of net participations are Sullivan. Stauffer. Colwell & Bayles. William Esty. and Cunningham & Walsh.

A notable exception to this trend is Y & R where the radio-ty programing department maintains its traditional role in network buys. "However, as soon as a program-time pur-

chase has been made, the procedure of setting up station lists, arriving at time costs, and securing clearances become the responsibility of the media group on the account." points out William E. Matthews, v.p. and director of Media Relations and Planning at the agency.

Benton & Bowles' unique approach

to the media-programing overlaguation has been to place both dements under the leadership of man, Lee Rich. Whereas his n background might lead to the sumption that the programing trole has been reduced, he points that each department maintain autonomy.

AGENCY	RANK	AIR BILLINGS	TOP ECHELON PERSONNEL AND PARTICULARS
FC&B	14	44.1	v.p. and national director of media research, P. Gerhold; v.p. an director of media, F. Gromer; associate media directors, C. Hofman, A. Pardoll; media supervisors, C. Hofmann, R. Pickett; coordinate of media services, E. Barz
C-E		36.0	v.p. media director, Carl Georgi, Jr.; assistant media director, J. M. Moynihan; assistant media director, broadcast, Robert Crooker manager, net radio-tv, W. H. Kennedy; manager, spot radio-tv, W. I. Schweikart; manager of broadcast, specific accounts, Norm Jackma
C&W	16	34.5	senior v.p. and director of media, Newman F. McEvoy; v.p. an associate media director; group media directors, John Lucinatell William G. White, media supervisors, Jevemy D. Sprague, Robert. Palmer, Herman A. Braumuller, Jr., James J. Ducy
SSC&B	17	32.0	v.p. and director of media Frank Minehan; v.p. and department manager, Lloyd Harris; associate media directors, Walter J. Bown Edward Fonte, Ira Gonsier, Bertram Wagner; broadcast superviso Vera Brennan; network analyst, Nat Stone; media research director Richard Puff; market and media coordinator, Richard Dunne
EWR&R	18	29.1	media director, Marvin Richfield; media supervisor, William M Hunter; head timebuyer, Richard Bunbury
GREY		26.2	v.p. director of media strategy, E. L. Deckinger, v.passociate media director, Hal Miller; supervisor of media planning & assistant media director, Phil Branch; assistant media director-network buyin Helen Wilbur; spot broadcast supervisor, Joan Stark
NL&B	19	26.2	media director, Balir Vedder; media supervisors, Gordon Buc Everett Nelson, Robert Powell, George Riedle; director of broadca facilities, Arnold Johnson; manager of broadcast facilities, John Cole; director of media research, Thomas McMurtrey

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ING-ALONG PROGRAMING IS OTTEST '61 RADIO TREND

About 50 radio stations across the country have wped on sing-along bandwagon with varied formats

Stations say sing-along lends itself to merchandising promotions. Trend is likely to continue through '62

Inck in tv's infancy it was comoractice to adopt popular radio crams to tv shows. But rarely has recessful tv show provided the prat for a cross-country radio ed the way Mitch Miller's Singleg with Mitch has.

present, about 50 radio stations the country are programing in one way or another. eval stations have adapted it as a along format while others have

such formats as one sing-along selection every 15 minutes. Regardless of the format, it's caught on.

How long it will last is hard to say. Right now, station managers seem to agree it is in a boom period. It is considered to have good, standard, universal appeal. And it lends itself readily to merchandising and promotion tie-ins.

The most popular of these tie-ins seems to be the sing-along song book

or song sheet which is generally distributed by the station or tied-in with a specific client.

Sing-along as a full time radio format originated last October at WEBR. Buffalo. according to Bill Schweitzer, the station's programing and promotion manager. Schweitzer terms sing-along "much more than a programing format. In order for it to be successful." he said, "it must serve as the basis for the station's promotional effort.

The station is on the air with singalong seven days a week, eight hours a day.

Schweitzer explained that at WEBR a number of advertising campaigns revolve around the sing-along concept. Several were sold on the basis of a creative sing-along idea.



THEY'RE SINGIN' ALONG

These stations are among those currently programing sing-along. At left, Mitch Miller presents plaque to Bill Schweitzer, WEBR, Buffalo, for station's sing-along pioneering. It Licked off last October.

WMAL Washington, D. C. WMOX Meridian, Miss. WAPI Birmingham, Ala. WILL Willmantic, Conn. WEEL Fairfax, Va. WSLS Roanoke, Va. WGEM Quincy, Ill. KZIX Fort Collins, Colo. KTUL Tulsa, Okla. WJBW New Orleans, La. KAPE San Antonio, Tex. WWRL New York WEBR Buffalo WMEX Boston, Mass. KCRG Cedar Rapids, In. CHUB Nanaimo, Vancouver CFBL London, Ontario WMM Columbus, Ohio W.MIL Milwankee, Wisc. KVIL Dallas, Tex. KQV Pillsburgh, Pa. WCUE Akron, Ohio KDKA Pittsburgh



How KTUL, Tulsa, promoted sing-along

- Circulation of 130,000 eight-page sing-along special section. The section features lyrics to 78 standard songs; contests; stories and pictures of the station disk jockeys.
 - Ran 50 taxi posters, on alternate weeks.
 - 26 jumbo and tail-light city bus cards.
 - 26 24-sheet billboards ran for one month.
- 20,000 stick-on bumper stickers distributed by local service station chain. Listeners were induced to procure stickers, and cars bearing them were stopped by station mobile units, and drivers were awarded prizes.
 - 20,000 paper coasters used in restaurants, taverns, etc.
 - Saturation tv spots.
 - Teaser newspaper ads.
- Special jingle series produced by Commercial Recording Co. of Dallas, used as 45 rpm give-away.
 - Remote broadcasts staged at shopping centers, stores, etc.
- On-the-air tie-ins with frequent time and weather checks as follows: "(hour) sing-along time . . .—degrees, sing-along temperature."

and the control of th

He cited two examples of Buffalo advertisers who tie in with their singalong sponsorship. These are Sattler's, a local department store. and The Sample Shop, a ladies retail outlet.

Sattler's tied-in with an intensive four-day promotion called "Sing A Song of Savings Sale." The store issued serial-numbered sing-along song books at various in-store locations. Then, 12 times daily for four days, WEBR broadcast the winning numbers. Prizes included albums, stereo equipment, trips to New York, a meeting with Mitch Miller, and others.

There were also remote broadcasts done from Sattler's window,

The Sample Shop, which has five outlets in Buffalo, sponsors a weekly half-hour live sing-along session at different theatres near Buffalo high schools. After the on-the-air sing-along segment, the store continues with fashion entertainment such as shows, lectures, etc., geared to the

high school girl.

WEBR also had success with singalong in the public service area. Last February two hour-long sing-along shows were broadcast on behalf of the Heart Association of Erie County. The first broadcast, called "Sing-Along Spell Down For Heart Campaign" consisted of unnamed songs containing the word "heart" in the Government bonds were awarded to those who submitted the greatest number of correct titles. "Sizably increased donations could be traced directly to the first program," a Heart Assn. spokesman said.

The Heart program was an adaptation of a regular weekly WEBR singalong show called *The Sing-Along Spell Down*.

Although sing-along is unquestionably identified with Mitch Miller, stations integrate many other vocal groups, choruses, even solo performers into their sing-along format. Miller records are played in nearly every

station's sing-along schedule, but intervals of anywhere from five to minutes.

At KDKA, Pittsburgh, "Sin Along" days have become populithis summer. The station stages gasing-alongs on behalf of clients sugas East Hills Shopping Center and North Hills Shopping Center. KDK disk jockeys lead the community sin and there is competition by amater groups and barber-shop harmor groups. On each sing-along day, the station plays records of this type of clusively on all of its music shows.

A few months ago the Tarlow st tion group became interested in the sing-along trend and decided to "te market" the format on their Ne Orleans outlet WJBW.

During the day, the station plays regular pop music or top 40 show but in the evening, during the mont of May, it instituted sing-alor programs. "Although we haven't hat time to conclusively evaluate the r sults, vice president and general materials ager Allan W. Roberts said, "I catell you we did find good audient and client reaction."

The decision to program sing-alor on all Tarlow Associate's other threstations is still in the works. Il group is considering creating an irage around a girl named "Sal" (single along) to be used for out-of-static as well as on-the-air promotion.

One of the most successful rad sing-along ventures was undertake not by a station, but by a jingle pr ducer, Commercial Recording Co., Dallas.

CRC has produced two volumes 15 sing-along station promotion ji gles which have been bought by stations to date. The jingles vary length from 30-seconds to over minute.

One of CRC's customers is WAB New York. The station alternat these jingles with others. When sing-along jingle is due on the air is usually preceded by a Mitch Mill sing-along recording.

Here's an example of a CRC sin along jingle, produced for WABC: (to the tune of "Oh, You Beautif Doll")

Oh, that beautiful sound, that gre big beautiful sound.

Music all New York is singin', tun to keep a city swingin' Oh, that beautiful sound of WABC Yu can hear the music everyone loves best

ery hour you're a welcome guest y tuned to seventy-seven , that beautiful sound.

WABC also got its feet wet with agalong programing about six enths ago. At that time the station we about to undergo a complete we sound." Sing along was used in a wo-day splash just before the statics new format got underway, sort to wash away any trace of the d sound" and clear the air for the ay one.

or two solid days the station yed nothing but sing-along type sic. According to vice president al general manager Harold L. Neal I, "mail response was tremendous at the event was a success." Subsequent sing-along shows have been ensidered but no definite plans are for WABC.

n general, stations report that loc, advertisers are "hotter for radio sing-along" than are the national spot buyers. This stands to reason because of the ways in which the format lends itself to merchandising and promotion.

Although local advertisers like sing-along, a major encouragement to station managers in the sing-along arca hasn't been from advertisers, but from audience reaction. Few stations report a tremendous inflow of new business since sing-along.

KTUL Tulsa. (see accompanying box) reports, however, that several of their larger advertisers such as Coca-Cola, Falstaff Brewing and Busch-Bavarian, have capitalized on sing-along with their own singing commercials.

Several KTUL advertisers utilized sing-along as a tie-in by requesting announcers to invite listeners to sing along with their singing commercials. Maryland Club Coffee, for one, produced their own five-minute sing-along programs featuring the Johnny

Mann singers.

Most other stations report, however, that there hasn't been "any rush of over the transom sing-along buyers," but generally there is good reception from regular station advertisers and those sing-along advertisers already in the shop.

Here is how several stations program sing-along:

• WGEM Quincy, Ill.—Starting in January of this year, WGEM scheduled an average of one sing-along selection per quarter hour throughout the broadcast week. This was designed to take advantage of the twersion which was carried by WGEM-TV. Within three weeks, over 2.500 requests for sing-along song paniphlets were received. Newspaper and on-the-air spots were used to promote both the tv and radio versions.

WGEM expects the sing-along trend to last "as long as there is the proper amount of exposure" and an-

(Please turn to page 43)

Stations agree on sing-along regalia







Straw hats and striped jackets are the order of the day at stations promoting their singalong formats. Entertaining crowd at KDKA Pittsburgh sing-along day (top left) are d.j.'s Clark Race, Bob Tracey, Jim Williams, Art Pallan. Another sing-along special, KTUL's Sing-Along Night, bring's d.j.'s Darrel Huddleston, Gene Harden, Mike Miller out in striped finery (bottom left). Adding pulchritude to the popular garb are KAPE (San Antonio) Kaper girls (above). Many stations programing sing-along have come up with stripes and straw outfit for personal appearances on behalf of station or clients



OBVIOUSLY wrapped up in his work is Bernard Goldberg, executive v.p. of Schenley Import Co., shown here with "Dubonnet Blo (Deidre Lesage) (left) and "Dubonnet Red" (Francesca Fontaine). The two young ladies figured prominently in the Dubonnet wine promo

In New York they're lapping it up

Schenley Import's radio/tv test for its Dubonnet apertif in the N. Y. area this spring, pushes sales up 22%

Success of air media venture paves way for largescale invasion of other major markets for Dubonnet

York area, the broadcasting media have suddenly taken on the awesome proportions of a well-endowed glamour girl.

This new found fascination is the direct result of a first-time radio/tv plunge by Schenley Import for its apertif. Dubonnet, early this spring.

The campaign, which broke mid-April over two New York City tv stations—independents—and five radio outlets, was brought to a climax just last week. And, because of the rate metropolitanites are lapping up the French beverage, the air test has proved itself a potent eye-opener to both retailer and manufacturer.

To the wine maker, the New York venture has brought about a complete revision in advertising schemes. Although for more than a decade, the apertif had been heavily played up in national slicks, to the tune of a quarter of a million per year, in the future, only a small portion of the money will go down that way. The bulk of the budget will go into radio and tv, and according to Schenley Import executive vice president, Bernard Goldberg, at the moment, a radio-tv expansion program is being readied for California as well as other major wine markets for early September. (For Goldberg's comments on the air media venture—see box on opposite page).

For the dealers, the campaign was particularly impressive. Instead of an anticipatory falling off in sales due to a simultaneous jump in product price (from \$2.45 to \$2.99 per bottle), sales began to soar. By June, less than three months after the cam-

paign took to the air, Dubonnet exceeded last year's total business a substantial 22%.

"The retailers" says Schenley's "for the first time, are sitting up d taking notice of radio and tv." Wh, more, they're impressed with the that customers explain that they ke heard-or seen-the Dubonnet c mercials. The New York test begun after a test of the metro n ket showed a definite sales activity. the middle-income sections where viously the demand for wines of Dubonnet class had been small negligible. Since it's introduction the United States, Dubonnet had be sold mostly to women, especially those in the upper economic stru "This base, however, is beginning expand rapidly," says Goldberg, " this naturally leads to a considerate broadening of our marketing (1 cepts for the brand."

The Dubonnet wines (there two, the more popular red and blonde colored apertif) is currentially finding favor with two other group groups that represent a market of some two and a half million people. New York City alone. The

oup is made up of businessmen who ded regular cocktails a wee bit too song for their palate but are relucted to forego the camaraderie of sold drinking. Studies in these areas, ow that 41% of the Dubonnet purases in restaurants, clubs and hotelers are made by these businessmen. The represents a rise of more than 30% the past decade.

The second group is comprised of ing young career women—buyers, earchers, publishing assistants, odels—as well as housewives from iddle-income and lower middle inme homes. These women wish to sociable but prefer a gentler, ore fashionable drink.

In essence. Schenley is out to bring European drinking culture—siping an apertif (and it might as well Dubonnet)—to the United States d to make it an American way of le.

Furthermore the wine maker is utting lock, stock, and barrel on the emise "in wine sales, as New York yes, so goes the nation."

"If we can get more society folk, Isiness executives, career women ad housewives in New York to order abonnet then we have a good chance influencing the 14 million society tople, business executives, career pmen and housewives who flock to we York City each year from all arts of the U.S.," comments Golderg.

The results of the just concluded ew York City ad test would indite that Dubonnet has taken the ght "influencing" tack.

The influencer, in the New York

gamble, included weekly sponsorship of a major tv program a musical variety show featuring the bland music of master musician Mantovani with a good sprinkling of name guest stars like Vic Damone, Connie Francis, Patachu. Joni James, the Hi-Lo's, Entitled *Dubonnet Time*, the show was seen over WNT V with simulcast over the station's sister radio outlets – WNTA and WNTA-FM.

Although the show's time slot Saturday night at 10 p.m.—had it facing up to such unnerving competition as CBS's popular Gunsmoke. Dubonnet Time cultivated a following of its own.

On tv. the Dubonnet campaign was fortified with a good smattering of spots. Using the same soft-sell musical commercial (with a little touch of French dialogue thrown in for effect) the spots were seen on WNTA's Play of the Week; Mike Wallace News; Picture of the Week; New Movie; Mike Wallace Interview; and Open End. It added up to daily exposure.

On WOR-TV, the schedule shaped up like this: *Million Dollar Movie*; Treasure; Sneak Preview; Crime Does Not Pay; Playboy Penthouse; Hy Gardner; and In Art Theater.

The radio saturation, 20's, 30's and minutes represented a total of 65 spots per week at the rate of nine or 10 daily. They were heard over WOR, WABC, WINS, WMGM and WNTA, slotted during heavy traffic times, and during morning and nighttime hours.

Dubonnet's agency was Kleppner and the campaign was worked out under the direction of Schenlev's v.p.

Goldberg and advertising and promotion manager 1. Scott (Scotty) Romer.

The campaign however, did not get off the ground without a bit of difficulty. The trouble spot was Schenley's "seal of elegance" which is flashed on the screen briefly at the end of the program.

Two other New York City tv stations, the CBS and NBC outlets, flatly turned down the Dubonnet commercials because of the Schenley Import connection with hard liquor. Mthough no mention is made of Schenley's connection and the Schen-

Schenley Import's executive v.p. Bernard Goldberg had this to say about the air campaign versus print:

"The money we have spent for air time in both radio and tv for Dubounet, has returned great dividends in an amazingly short period of time. On the basis of this N. Y. success, we are expanding our radio/tv program."

ley seal is seen fleetingly, the commercials were given a thumbs down treatment by these stations because they felt it came dangerously close to flirting with the ty code.

andmen :

What effect the Schenley seal will have on the proposed to advertising program in other markets, remains to be seen. The possibility exists that this emblem may be discarded—or at any rate—revised, in order to smooth the way for the extensive ad campaigns now under consideration.

Currently, taking a hiatus until Labor Day. Dubonnet's air debut was backed up by newspaper ads and a flood of attractive, and colorful mailers, filled with news of what the company was doing on the airwayes and on ty, went out to the dealers. Also, post-card recordings of the Dubonnet musical message with instructions to put this on your record player right away." The campaign was bolstered by the addition of a so-called "task force" comprised of three attractive New York City models. Posing as (Please turn to page 19)

5 A SPECIAL tie-in, Schenley honored Chrysler's new Dubonnet colored car by sending at Dubonnet kiosks to the dealers. Shown here with the R. W. Dawsons, first couple to buy at Buccheri Motors are (I-r) J. Buccheri, L. Buccheri, L. Baer, Schenley's Bernard Goldberg

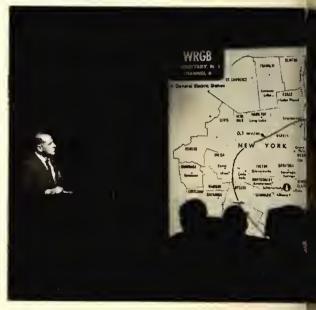


HOW STATIONS INDOCTRINATE NEW REPRESENTATIVE FIRMS

In-depth training programs at WTOP-TV, Washington, D. C. and WRGB (TV), Schenectady, show what happens when new rep takes over client formerly handled by net sales organization



WRGB (TV) (1) Katz Agency personnel arrive at Schenectady in rain for 9:30 a.m. meeting that begins an all-day productive indoctrination session at station WRGB (TV)



(2) By 10 a.m. they are deep in a skull session with Robert d manager of marketing, on the special features, area, and ler major characteristics of the upstate WRGB (TV) broadcast m et



WTOP-TV (1) TvAR contingent descends on Washington.
George F. Hartford, WTOP-TV v.p., gen. mgr.
greets Robert McGredy, TvAR exec. v.p. and general manager



(2) Robert A. J. Bordley, general sales manager for WTOLY. (second from left), gives detailed explanation of WTOP-TV's alings, sales policies and other station practices to TVAR persciel

he FCC order that networks stop cresenting tv affiliates in national pt business (except their owned-1)-operated stations) has produced merous changes in station rcp alines. When major outlets are inved, mass migrations of a rep in staff filled with the zeal and llication of pilgrims off to Mecca. It is a produced operating procedure, lere in picture stories spoxsor which is graphic fashion how the

staffers of two station rep organizations helped to familiarize themselves with their new stations' programing, sales, and promotional activities. In the case of WTOP-TV, Washington, D. C., the station switched from CBS Television Spot Sales to TvAR last month. With the changeover the parties involved began a series of earnest huddles. First of these meetings was held in New York (headquarters for TvAR) between execu-

tives of both organizations. Policies and practices of each group were thoroughly kicked around. Next step was to have the TvAR staffers examine, first hand, facilities, programs, sales practices and promotional activities at Broadcast House, WTOP-TV's building in Washington. This called for an intensive two-day meeting. Half the TvAR reps visited WTOP-TV in April, the remaining half in May.

The TvAR representatives viewed



Other before lunch meetings included a tour of the station's verous facilities. In this instance, Charles King, WRGB manager of production, shows rep group the control room video tape unit



(4) The business session was interrupted for a very fast lunch and immediately after, the executives of the General Electric station cave the station representatives additional inside views of station



Robert M. Adams, director of promotion for WTOP-TV, points the station's coverage area in his presentation to the TvAR station's coverage area in his presentation to the TvAR station's representatives during the recent in-depth two-day meeting



(4) Following the coverage area presentation, John Ward, director of merchandising activities, describes station's facilities for aiding advertisers in moving their important products and services

videotaped recordings of all the station's live programs—news, children's programs, public affairs programs. They also examined the station's formats for local film programs. Hardly a nook and cranny of the station was overlooked by the sales representatives. Studios, videotape facilites, remote units, film library, telecine, and many other areas were shown and fully explained to the station representatives. They also

made a complete tour of the Washington market from Arlington County, Va. to the Wheaton Shopping Plaza in Montgomery County, Md.

The Katz Agency made a similar orientation visit to WRGB (TV), Schenectady, N. Y. The station was formerly represented by NBC Spot Sales. The entire New York office sales force, part of the Chicago and Detroit offices and the Katz man in the Boston office attended the meet-

ing at the station and the tour of market. The Katz Agency men mathe visit to WRGB (TV) on Sat day, 10 June and assumed full representation of the station on 1 June All but the Chicago group drove from New York and in order to rive by 9:30 a.m. they had to let the city and suburbs by 5:30 a It was an all-business session that added up to some 16 hours of ind trination with the station's credo.



(5) A bus tour of the station's market area was part of the allimportant visit for Katz Agency staffers. Here, Robert Reid takes over loudspeaker chores from George Spring, manager of sales



(6) End of a 16-hour working day indoctrination came for b the Katz Agency reps and station execs when J. M. Lang, gene manager, bid Scott Donohue, Katz agency vice-president good-l



(5) Jim Silman, director of programs for WTOP-TV, shows the TvAR sales representatives through station's studios and carefully reviews the station's present and extensive future programming plans



(6) Another important phase of the presentation was a trip through the WTOP-TV market. Here a group of TvAR sales representation pile into limousine to see the capital's mushrooming market as

Another in a SPONSOR series

LAST YEAR, the editors of SPONSOR, reporting on the program revolution that has been shaking the radio business began a series of articles on "Radio's big new burst of creativity" which attracted much industry attention. This special two-part story by Elmo Ellis, program director, WSB, Atlanta, is another in the series on radio's creative rebirth. It was originally delivered as a speech to the North Carolina Broadcasters' Association. Part I, which appeared in the 17 July issue of SPONSOR, discussed what Ellis calls the greatest challenge faced by broadcasters—"how to combat boredom, resentment, antagonism, fear, and fatigue." His practical suggestions, based on experience on programing a highly successful radio outlet, will be of great interest, not only to radio station men but to advertiser and agency executives who use the medium. Ellis is the co-author, with J. Leonard Reinsch, of the textbook, "Radio Station Management."



ART II OF TWO PARTS

RECIPE FOR CREATIVE RADIO

Elmo Ellis, WSB Atlanta, lists 15 points, including me surprising "don'ts" for first class radio stations

His No. One rule for making money, pleasing the ght people is to "forget and ignore your competitor"

f you want to run a good firstass station that will make money d please the right people—includg Mr. Minow—let me suggest these conventional points for your conderation:

1. Forget your competitor—Ignore m. Don't listen to him. If someody asks me—what are your chief mpetitors doing—I can honestly y—I don't know. I'm much too asy running my own station and ving to do the job right—to spend me seeing what other stations are bing wrong.

2. Don't play the songs that are lling best. This only means that

these records have attracted record buyers in record stores. You can ereate your own hit list by spotlighting the songs you think sound best for your type operation.

Furthermore, don't even bother about playing the hit versions of records. Often there are equally good or better versions, and often they sound more like the type station you wish to represent. And believe me, you must decide what you want to sound like, for the public will draw its own conclusions, whether you do or not.

3. Don't try to be first with the news. This means nothing actually

because the audience invariably will ask the question: First with what news?

We had a station in Atlanta that was first to report the death of two policemen and one gangster in a 100 mile-an-hour eops and robber chase. The only eateh was-after this station had gotten all this information from one of its listeners-and had duly reported it on the air our newsman eheeked the real facts and found the story was completely erroneous. The two policemen reported killed were at home asleep. And the listener who had ealled this station with the original fake story, was found to have given them a phony name and address.

So I would say: don't try to be first with the news; try to be right.

4. Another don't. Although women comprise a very high percent of the radio audience—especially during certain hours—don't program to

(Please turn to page 49)

ETHICAL DRUGS DON'T KEEP THIS ADVERTISER OUT OF TV

✓ Merck Sharp & Dohme spends \$150,000 on oneshot network tv show for medics without a sales pitch

 Pharmaceutical firm spends large sum each year to play up medical profession as public service tribute



Last month, a major pharmacer cal house picked up a \$150,000; for its first net tv show and star a lot of talk around the country. It talk is important—to both network and sponsor, and both are keeping close ear to the ground. For whell or not another move is made in the direction, depends largely on what being said.

The discussion target is Mer. Sharp & Dohme's most recent, a largest salute to the nation's med—the hour-long, plug-free, Dr. B d umentary seen over 120 NBC-TV s tions. 27 June.

For the past three years, as p of its professional relations progra Merck Sharp & Dohme has shell out a substantial sum on education to shows filled with information medical problems with nary a pl for its own vast store of pharm ceutical products. (For a look what has been done in the past at the stations bought—see box oppost page.) The programs, some on ta or live, but mostly on film, were has hour in duration. The Dr. B sh was the first major full-hour prodution with a mass exposure.

Whether or not the drug firm we go into something quite like the again, depends largely on how we the Dr. B show went over—not of with radio/tv critics, but with the medical profession itself.

Although it will be at least t months before enough medical columnts are rounded up to shape the situation, the majority of new paper columnists had nice things say about the documentary. The were a few, however, who took a d view of the production.

Scripps-Howard syndicated colunist Harriet Van Horne had on

LEAD ROLE of Dr. B. was played by relife doctor, A. John Bambara, of Flemiton, N.J., shown here in film story v patient. Film showed medic on daily rout



BN PARK, now executive producer for Westinghouse Broadcasting C. Productions, Inc., was producer of Dr. B film while at NBC. Film w; temporarily shelved when he left during a reshuffling of personnel

JAMES NELSON, manager of NBC special events, is shown here with Art Oppenheim (at left) of the NBC press department going over plans for publicizing Dr. B film



Irsh words for Dr. B. She wrapped iup like this: "a quite insufferable commentary" and, "the words were tte, the observations commonplace" ad, "a clumsy but well-meaning acount of a general practitioner's sinding life."

Miss Van Horne said she thought the America's family doctor desyed a much better tribute.

The general tone of the reviews, between, follow along the lines of tese words by UPI's Fred Danzig, worthwhile hour because it had a temendous asset going for it," and the feelings expressed by Bob Williams of the Philadelphia's The Eveng Bulletin, "it is such a program this that television measures up tits boundless potential."

Dr. B was produced by Ben Park th the cooperation of Hunterdon edical Center, Flemington, N. J. was done while Park was with BC. He is now executive producer r Westinghouse Broadcasting Co. oductions. Inc.

The film which was shelved for a ne when Park left NBC during a shuffling of personnel there was cked up by Merck Sharp & ohme early this year, in cooperator with the American Medical Asciation.

The telecasting was scheduled to be with the A.M.A.'s annual meetg in New York City, in keeping ith its policy of presenting, initially, I programs at the time of the anial meeting of the cooperating soety.

The program which showed an (Please turn to page 51)

MERCK'S PLUG-FREE LOCAL SHOWS

	DATE	SHOW	MARKET	STATION	HOUR (P.M.)
	June 10.	AMA Daily Bulletin	New York, N. Y.	WOR-TV	W & Th:
	11, 1959	of the Air			10-10:30
	June 11- 12, 1959	AMA Daily Bulletin of the Air	Boston, Mass.	WBZ-TV	Th & F: 7:30-8
	Nov. 18, 1959	Life Begins at 65	Atlanta	WSB-TV	W: 10:30-11
	Nov. 22, 1959	Life Begins at 65	Baltimere	WBALTV	S: 3-3:30
	Nov. 22, 1959	Life Begins at 65	St. Louis	KPLR-TV	5: 9:30-10
	Dec. 3, 1959	Other Side of the Sun	Houston	KHOU-TV	Th: 8-8:30
	Dec. 3, 1959	Other Side of the Sun	Dallas	KFJZ-TV	Th: 8-8:30
	-			(Fr. Worth)	
		Other Side of the Sun	Phoenix	KPHO-TV	S: 8-8:30
	Dec. 7, 1959	Other Side of the Sun	Salt Lake City	KSLTV	M: 10:30-11
	March 23, 1960	Many of Every Hour	Philadelphia	WRCV-TV	W: 7.7:30
	March 27,	Many of Every Hour	Buffalo	WGR-TV	S: 5:30-6
_	April 3, 1960	Many of Every Hour	Baltimore	$\mathbf{WBAL}\text{-}\mathbf{TV}$	S: 3:30-4
-	April 5, 1960	Many of Every Hour	Madison	WISC-TV	T: 6:30-7
	April 10, 1960	Many of Every Hour	Cincinnati	WLW-TV	S: 6-6:30
	April 11, 1960	Many of Every Hour	Milwankec	$\mathbf{WTMJ}\text{-}\mathbf{TV}$	M: 10:15-10:45
	April 3, 1960	Let's Look at	San Francisco		S: 1:30-2
	June 14,	Ourselves Medicine USA Show 1, 2, 3, 4	Miami	WCKT-TV	10:30-11 10:00-10:30 9-9:30; 8:30-9
	June 28.	Medicine USA	Milwaukee	WTMJ-TV	S: 5:30-6
	30, July 5, 7	Show 1, 2, 3, 4	Madison	W1SC-TV	T
	June 26 July 3, 10, 17	Medicine USA Show 1, 2, 3, 4	Madison	W15(1)	T: 6:30-7 Th: 10:30-11 T: 6:30-7 Th: 10:30-11
	Oct. 19	Safe at Home	Chicago	WNBQ-TY	9:30-10
	Oct. 19	Safe at Home	Madison	WISC-TV	10:30-11
	Oct. 23	Safe at Home	Milwankee	WITITY	10:30-11
		School for Doctors	St. Louis	KTVI-TV	10:30-11
	Nov. 2	School for Doctors	Madison	W1SC-TV	10:30-11
	Nov. 13	School for Doctors	Milwankee Wash., D. C.	WITI-TV WITG-TV	5-5:30
	Nov. 30	School for Doctors The Carcless Ones	Miami	W CKT-TV	9:30-10
	April 19, 1961	The Carcless Ones	Milwankee	WITLTY	10:30-11 6:30-7
	April 28, 1901 May 9	The Careless Ones	Madison	WISC-TV	10:30-11
-	May 10	The Daily Grind	Miami	WCKT-TV	10:30-11
	May 22	The Daily Grind	Milwankce	WITI-TV	9:30-10
-	May 31	The Daily Grind	Madison	WISC-TV	10:45-11:15
	June 27, 1961	Dr. B		NBC-TV No	rwork

SPONSOR ASKS:

WHAT'S THE OUTLOOK FOR RATES IN THE NEXT SIX MONTHS? (PART 1) T

Those replying to this week's question are:

- Thomas J. White, Avery-Knodel, Inc., New York
- Otto A. Ohland, Blair-Tv. New York
- G. William Bolling, The Bolling Co., Inc., New York
- James F. O'Grady, Jr., Young-Tv, New York

Thomas J. White, v.p. for tv, Avery-Knodel, Inc., New York

The competitive nature of fall business will bring about many changes in price structures. The 40-, 30-, and 20-second announcement time categories will obviously change cards considerably. These new categories will bring new problems to the national spot field.

Will additional prime time investments reduce the fringe time invest-



The situation is fluid but there will be rate changes for breaks

ments? Will more prime time investments reduce smaller market activity? These questions will remain unanswered until the industry sets rates for these new announcement times and until the period of experimentation is completed by agencies.

A definite problem in the national spot field which must be looked at by all is the adoption of sectional rate cards which tend to reduce total market budgets. Most stations holding rates are doing their best to present an equal rate to all advertisers for like time delivered with no gimmicks.

The general problem of rate increase or decrease must be considered, however, on a market-by-market, station-by-station basis and a generality cannot be expressed with spot tv as it exists today in such a fluid state.

Otto A. Ohland, Blair-Tv Rate Card Committee, New York

Spot television rates in the next six months will not increase except in rare instances where individual station adjustments may take place. Because of the increase of approximate-



There may well be rate decreases because of 54% more prime time product

ly 54% in the prime time product this fall, there may well be a decrease in rates through the increased offering of plans and preemptible spots in prime time. Competition will be keener than ever with this increase in available spot time plus the infringement by all the networks with their stepped up program of selling participations, Competition, plus an increase in available spots, does not call for an increase in rates. There is no doubt about the fact that spot tv advertisers will continue to enjoy the relative low cost of this highly productive medium. Those using the standard 10-second and 20second announcements in prime time this fall will further enjoy an increase in efficiency by reaching more people with their message for the same dollar spent.

G. William Bolling, asst. to president, The Bolling Company, Inc., New York

It is our considered opinion that spot tv rates will undergo more changes over the next six months than any other summer period in the last three years. The two biggest influences affecting these changes are: the new NAB Code reducing subscribing stations from six to four commercial messages per half hour; and the new availabilities created by extended station breaks.

We all know that tv operators are caught in the profit squeeze like most other businesses. The new code limits on the number of commerc pretty much indicates, therefore, t fewer broadcast units must indiually produce more revenue if tions are to maintain and impr their levels of service. This, course, means rate increases wh advertisers should not find too h to take in light of lessened comp tion for viewer-attention to comn cials. Many operators have in cated their willingness to run as: as two commercials per half hour advertisers agree to pay proporti ate increases. To date, hower there have been few, if any, will advertisers.

Ever since ABC TV and CBS announced their extended stat break plan we've been counsell with stations, major advertisers (ver, P&G) and agencies (Bates, Y& all of whom are trying to arrive a sane approach to utilize and pr the new commodity.

Many stations now price pri 20's at 80% of the minute rate bu gets a bit thick when we considerunning two 20's in a break and ha 40-seconds cost out 60% more than inute. The solution apparenties in special rate categories for 20, 30 or 40 seconds in the extend breaks.

Those advertisers overly concert with dilution of viewer impact due more units being run in the extend breaks may well have to change the commercial approach or use long spots to insure effectiveness.

Overall we feel we are in for



There'll be more changes rates than a summer in the past three years

creases in prime unit costs and the creation of new categories to keep with the times. For this reason are in the process of advising confidence turn to page 53)

Thinking of buying a sports package?



Everybody is these days—and to kep "in the swim," to use a sports tm, you should be thinking of ce, too.

Here's just about the best sports ckage available. Takes you to tery ball park, every week—the lading pro football, basketball, basketball

Reaches more than 1,100,000 Jult men every week — 640,000 Jult women—540,000 teen-agers. amily-type show throughout. hat's just primary coverage. Rat-

ing service we know credits it with 6,000,000 total, but we're inclined to discount that.

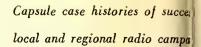
But then you could double these figures if you wanted to. The median income of these families is \$10,835 a year. The median income of run-of-the-mill U.S. families, when there are 53 paydays in the year, is \$100 a week. That's why most of the real customers, for items like cars, insurance, appliances, air and sea travel, are found among Sports Illustrated families—who have double the U.S. median family income.

The 13-time rate for the national package is \$76,050—for 26 weeks,

\$145,730. Also comes in color—figure about 35% more. Regional rates available on request. Merchandising—goes without saying.

Of course, your full-page campaign in Sports Illustrated will have some competition. In fact, only 4 magazines carried more consumer ad pages in 1960 than did SI. But don't worry about "viewer interest" or "long-term recall" in this medium. Readers have been known to take Sports Illustrated with them to the icebox and never lift their eyes from the page.

Sports Illustrated
L. L. Callaway Jr., Adv. Director,
Time and Life Bldg., N. Y. 20.





RADIO RESULTS

AUTOMOBILES

SPONSOR: Mishawaka Gates Chevrolet AGENCY: Direct Capsule case history: Three weeks ago, Mishawaka Gates Chevrolet decided to get rid of eight 1960 Chevrolets, four new and four demonstrators. As usual, they ealled the local newspaper, but found that Thursday was the earliest that the ad could appear in the paper. They then called WNDU radio, and hought about 10 one-minute spots per day for a week. Tuesday morning the first announcement was made, and that same morning, during the early sales meeting, the phone began to ring . . . and it didn't stop ringing all day long. The client got so much traffic from the WNDU spots, that it decided to put its lower price models "for a slightly higher cost than the '60 cars' on the floor. In one week's time the dealer sold all the demonstrators, plus 30 1961 models. Virgil Van Meter, sales manager for Mishawaka Gates, says, "The immediate results and the power of radio in sustaining sales all week really amazed us. We will be back for more WNDU radio time in the future." WNDU, South Bend Announcements

WINE

SPONSOR: Gallo Wine Company AGENCY: D Capsule case history: Three months of 24 radio spots e week was the strategy of the promotion for Thunderl wine, according to Eugene Pio, district manager of the Division of the Gallo Wine Company. In the Pennsylva campaign, Pio chose KQV Pittsburgh as the major medi to reach this concentrated area of the state market. At end of the campaign—which included other media announced that "KQV was the key to the success of Th derbird in this market." By spacing the announcements reach each segment of the wine-buying public during periods of greatest listening concentration for each gro the Gallo Wine people felt they were best able to take adv tage of radio's sales impact in the Pittsburgh area. winery, which has concentrated its advertising budget radio over the years, plans to make even greater use of medium in the future. "Radio today is more suited to needs than ever," Pio said.

KOV, Pittsburgh

Announcem

SUPERMARKETS

AGENCY: Direct SPONSOR: Sure Way Super Markets Capsule case history: In 1952, when Sure Way Super Markets was in fourth position in Green Bay, Wisc., in terms of retail grocery sales, it started sponsorship of a 15 minute radio program, The Sure Way Telephone Quiz, on WBAY, Green Bay. The program, placed in the 9:30-9:45 a.m. segment Monday through Friday, features telephone calls made from the WBAY studios at random to people in the area. If those called answer the questions correetly, they receive an award. The correct answers to all questions are posted in each of the six Sure Way stores. Sure Way says that as soon as a new answer is posted, they notice a decided influx of shoppers in the stores. Sure Way is still sponsoring the shows and today the chain is in number one position. J. J. Van Essen, vice president and advertising manager of Sure Way, says a "considerable portion of our success is definitely attributable to WBAY." WBAY, Green Bay, Wisconsin Program

METAL PRODUCTS

SPONSOR: Allen Metal Products Co. AGENCY: Di Capsule case history: Allen Metal Products Co. broke sales record recently in Winston-Salem, N. C., and it happ credits the feat to WSJS radio. Harold Allen, owner president of the company, bought two 60-second announ ments per day, Monday through Friday, on the station, awaited the results. He didn't have to wait long for, at end of the first six weeks of the campaign, the value of sales to customers mentioning WSJS totaled \$7,000 wo of aluminum awnings, storm windows, and storm doc With the station covering a four-county area, Allen that WSJS reached more people than was possible other media and the metal products company has be a continuous and satisfied advertiser on WSJS since. "I dio has been and still is my best form of advertising throu out the year," says Harold Allen.

WSJS, Winston Salem, N. C.

Announceme

On the ground . . .

"Thank you for forwarding to me your station's editorial in recognition of the superior manner in which a member of the Force carried out his duty on a recent occasion. The officer referred to in your release has been identified as Private Daniel D. Boccabella, and he has been commended by his supervisory official for the action taken. I am particularly pleased that you used your facilities to convey this act to the public. Your editorial will be forwarded for the information of Officer Boccabella and his Commanding Officer and placed in his personnel folder."*

ROBERT V. MURRAY, Chief of Police Government of the District of Columbia





*Officer Boccabella rendered full assistance, including first aid, to a pedestrian who slipped on an icy street and injured himself. Boccabella used his own winter overcoat, gloves and hat to keep the victim warm and comfortable.

. . . and in the air

"I want to thank you for your editorial "Air Force Damage to Private Property." You are doing us a great service to bring this deplorable situation out in the open. We are faced with still another major problem: the danger and noise disturbance to our elementary school. Due to the construction of these runways, our school now finds itself midway between the centerline of the 2 runways in an area that will experience noise levels of over 100 decibels. The noise is so great that instruction is interrupted many times every day. We are appealing to our Congressman, Prince Georges County officials and the P.T.A. to relocate our school."

MRS. GRETCHEN KLEE

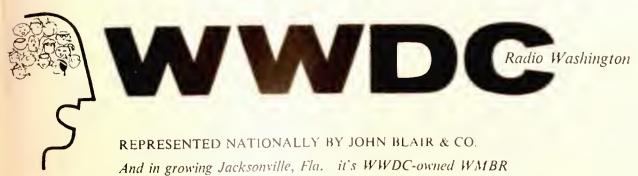
... the station that keeps <u>people</u> in mind

As a public servant, we believe in being of public service. That's why, several years ago, we were the first station in Washington—and one of the first in the nation—to express our views through the medium of the radio *editorial*.

We don't pussyfoot. We speak out on all manner of subjects concerning our listeners and community—from praising a policeman to frowning at

the Air Force. Controversial issues are grist for our mill—not because they are controversial, but because they are important. We may not be always right, but we call them as we see them—and we seem to have the respect of our public. They've made us far and away first in ratings.

The station that keeps *people* in mind? That's us — for you—in the rich Washington market.



SINSOR • 24 JULY 1961 43

BOARD



THE PRETTY YOUNG THING nad convinced her ardeni young man of her purity and that way kept him somewhat in

way kept him somewhat in check However, as they parted one night, he begged her for "just one good night kiss"

T R Effic' But I can't kiss you here in the hall." she replied, "Someone might see and what would they think?" "Then let's step into your room." he pursued "My roommate would resent that," she assured "Oh, now," he caioled. "I'm sure your room mate wouldn't mind me taking just one sweet kiss from your chaste lips" "You're wrong there," she told him, "He's extremely jealous of me."

wtrf-tv Wheeling

SULTAN (at entrance to his harem): "A loaf of bread, a jug of wine and eenie, meenie, minie, moe

Wheeling wtrf-tv

Wheeling will--HER HUSBAND refused to let her drive the family car. He rents one for her, call it His and Hertz?

wtrf-ty Wheeling

CY ACKERMANN SEZ, "It's nice to be a gentleman but it's an awful handicap in a good argument!"

Wheeling wtrf-tv

BEATNIK SALAD RECIPE: Combine lettuce. tomatoes, cucumbers and green peppers. Add a dash of marijuana and the salad tosses itself

wtrf-tv Wheeling

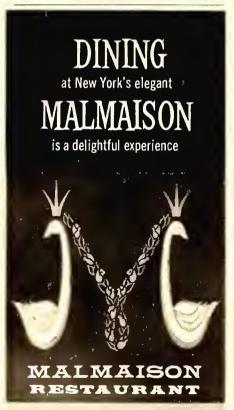
FROM WHEELING, WTRF-TV sells for 7,500 retail outlets ringing up 13/4 billion dollars annually Want your share of the big Wheeling TV Market? Just ask our National Rep George P Hollingbery for all the specifics.

Wheeling wtrf-tv

HANCOVER a toot ache? Vice Versa is a

CHANNEL SEVEN

WHEELING, WEST VIRGINIA



10 East 52nd St., New York

LUNCHEON ... COCKTAILS ... DINNER At the piano: Jules Kuti, 5 to 11 P.M.

PLaza 1-0845 · Closed Sundays



Timebuyers at work

Edward D. Kahn, timebuyer at Victor A. Bennett, New York, that "the platitudes and generalities that are thrown about so give a false picture of the media-buying responsibilities. I media-buying problem is individual. The short-range and range advertising objectives, the nature of the advertising theme

appeal, the integration among the various media being used, these among other things, are the variables and considerations which must be taken into account. All the evaluating factors which we must be aware of-particularly in radio and tv-have varying degrees of importance, depending upon the particular product and objective involved. The so-called slide rule factors are more or less important in each instance. How-



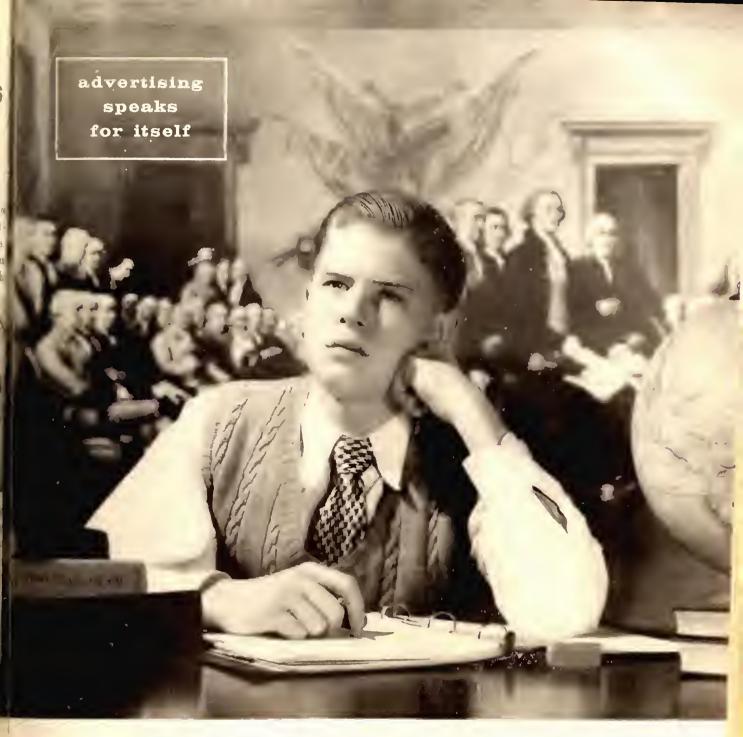
ever, basically we are concerned with the broadcast medium vehicle to reach a market or specific segment of a market. It bec all the more important that we pay attention to the reaction and pression of the people we are out to move. Each station in es has an image of its own. Hard and fast rules simply cannot ap

Jack McDougal, timebuyer at K&E, New York, "faces the r broadcast buying problems of the agency, ranging from prato long-range questions as Government control of broadcasting sorship), paid television, and the limited availability of original experimental or special interest programs. Under the heading of



tical problems there are the se rating services with their somet conflicting data and their retance to make available the details of their rating methods 10 sample. Other practical prob nare the limited availability of prime time spots, the contined prevalence of triple spotting. he new extended station breaks. In ever, I feel the most urgent pb lem lies in the area of certain l g term programing trends. Pri II

ily, both the networks and individual stations are under increed pressure by the FCC and by certain influential and vocal group to improve the quality of programing; to increase the amount of 100 coverage, the number of selective audience programs, education programs, etc. At the same time, these media are under pressur-bi advertisers and agencies for increased effectiveness of air mec.



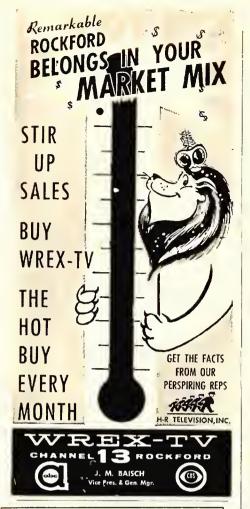
or-Pravda could teach him...Let's face it. If we don't teach them, someone else will; and the facts may come out distorted. > The Advertising Federation of America works to see that the youth of America get expert and up-to-date instruction on the American economy. They recognize that some day soon this economy will be run by today's youngsters. > AFA's Bureau of Education and Research, as well as the American Academy of Advertising and AFA and Advertising Association of the West's network of 180 advertising clubs throughout the nation all participate in this work. > They develop instruction techniques, upgrade marketing curricula, offer vocational guidance to thousands of high school and college students and instructors. And -have you heard about their career-guidance program? You should. Lend your leadership to this work of educating the businessmen of 1964. Invest in a membership in AFA-AAW. Write—now!



THE ADVERTISING FEDERATION OF AMERICA 655 MADISON AVENUE

THE ADVERTISING ASSOCIATION OF THE WEST





How SSC&B is making Providence turn green

Seems like everyone in Providence is either giving or saving Green Stamps. Darned if it's not an epidenic — caused in no small measure by those fine radio commercials out of Sullivan, Stauffer, Colwell & Bayles.

Have you heard them? We have, of course. At WICE we schedule them often — interspersed between our fantastically popular music, news and public service programs (modest, aren't we?).

We're sure SSC&B won't mind if we snitch a smidgen of the credit for Green Stamps' stomping success. After all, WICE is the live wire station in Providence. Ask anyone who knows this oh-so-opulent market.



AN ELLIOT STATION
Representatives: Avery-Knodel



combination, which he said we would all be using in the '70's. It a chuckle, but the General has made seemingly wilder prediction which have come true.

Bobby, or Syd Eige's press department, or both did a good job behalf of tv programing in the Saturday Evening Post piece as to Stanley Frank. Bobby presented a bunch of statistics showing that the programing imbalance is, in truth, not nearly what tv's verest critics claim it to be. I think the mere fact that so strong printed media competitor of tv as the Post ran the piece at all is to most noteworthy aspect of the situation. At any rate I can't verwell do a column agreeing with an article by Bobby....

Entertainment fare: an increasing problem

What I would really like to discourse on is the theme that te vision programers, motion picture producers, Broadway showmer record manufacturers, book publishers, sports promoters, any a all of us who are in the business of supplying entertainment to the public have an increasingly tough job in knowing what to provide

It becomes increasingly tough because of the simple fact of t increased competition between us all for the public time, attentic and money. Many entrepreneurs in businesses other than tv, course, have fallen into the easy habit of blaming a good deal their box office failures on television. And still, the other day, the fourth of July, a most dramatic example of the shallowness this argument was seen. At the Yankee Stadium, the home club me the first place Detroit Tigers in a double header. Close to 75,0 people jammed their way into the ball park, and another 6,000 we turned away. The day's battle for the league lead drew more peopthan all eight teams in the National League combined. And the Stadium event was telecast in full. It gets back to the simply stated, be not too ofen achieved, truism that if you've got the attraction and surrounding conditions are right you'll do business. Or as that me Shakespeare put it, the play's the thing.

At any rate, the crowd was the biggest at the Stadium for all game, regular season or World Series, since May of 1947. And all remember that tw wasn't too big an influence fourteen years ag

What about radio-tv culogy for Hemingway?

Talking about attracting audiences, I wondered—when the shocing story of Ernest Hemingway's death broke—why I hadn't see (and still haven't for that matter) any plans for a radio and/or show based on the great writer's life. I realize it wouldn't be the easiest kind of a show to put together, but I'd love to see some cap ble writer like my old friend Dick Hanser tackle it. There has sure never been another American writer quite like Hemingway and seems shameful to me that television and radio do not present deep and tasteful tribute to him.

The happiest item of programing news of the season for me is the fact that Burr Tillstrom is bringing Kukla and Ollie and the friends back to network tv on a regular Monday through Frider basis next fall. Fran Allison, who is one of my all time favorite will only work with the kookie Kuklapolitans once a week, and the show is only scheduled as a five minute segment, but that's bett than nothing as far as I'm concerned.

And still no idea for a column,

National and regional buys in work now or recently completed

SPOT BUYS

TV BUYS

Pt Milk, St. Louis, is placing half-hour programing in southeast arkets. The special series. *Grand Ole Opry*, will be produced by agency and will break in 26-week schedules. Agency: Gardner, 5 Louis. Buyer: Mary Howard.

Btternut Foods, Omaha, will break with a spot campaign for cree on the west coast only. The schedules are for news programs. Pency: D'Arcy, New York. Buyer: Floyd Warman.

Caker Oats, Chicago, will break for Quaker puffed grains in a lowest spot schedule starting 11 September. It is going into 30 prices seeking strictly an adult audience. Segments are to be whitime minutes and chain breaks. The company will mount the sne campaign for Quaker Muffets except that it will go into 40 pricess. Agency: Compton, New York. Buyer: Edith Hanson.

nerican Dairy Assn., Chicago, for ice cream, is buying a twolek schedule in scattered markets. They will use nighttime I.D.'s ad will begin the campaign 3 September. Agency: Campbellthun, Chicago. Buyer: Katy Thulin.

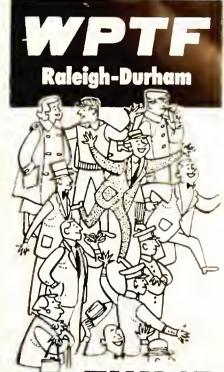
Sell Oil, New York, is testing some new to I.D. and minute compercials in six to markets and is exploring the use of some new radio ammercials in other markets. Altogether, the test effects 12 markets. Converse Ogilvy, B&M. New York. Buyer: John MacLaughlin.

leublein, Hartford, Conn., will open a campaign for its Maypo reals in about 50 top markets. Daytime minutes and chainbreaks ll be used with an eye out for kids and some women. It begins October and goes through March. Agency: Fletcher Richards, ew York. Buyer: Francis John.

fistol-Meyers, New York, will go into schedules for Vitalis which ill run from August through October. They will use prime and inge minutes in nighttime. This should include at Itast 30-40 arkets. Agency: DCSS, New York. Buyer: Pete McLain.

RADIO BUYS

r anti-freeze, which involves over 200 markets. The four week ights will begin, as is routine, with the weather. Traffic time will used. Agency: BBDO, New York. Buyer: Bob Syers.



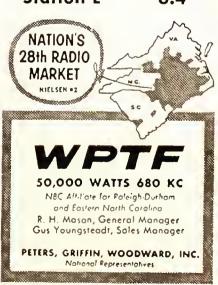
has TWICE

as many adult listeners

THAN any other station in the nation's 28th radio market.

Source: 32-county area PULSE:

WPTF	55.1%
Station B	24.1
Station C	5.2
Station D	9.2
Station F	6.4



WPTF 32-County Area Pulse Aud. Comp., May, 1960

SING-ALONG

(Continued from page 31)

ticipates it should be even stronger during the fall-winter season when the tv program returns. The station reported no specific demand from timebuyers to get into sing-along.

• WMNI Columbus, Ohio, started programing sing-along on March 9 of this year. They are currently on the air with 20 sing-along hours a week. The station starts off the day with sing-along until 9 a.m. when they pick up Breakfast Club.

"It's a little early for a true impact picture yet." commented station president William R. Mnich, "however, we have received more mail since we went into our new format than we have received in the past three years in the way of unsolicited complimentary mail."

Mnich sees "no drop off in singalong interest in the near future because it's a good standard appeal type of music." His station plans to continue sing-along for some time on the basis of its present effectiveness.

• WSLS Roanoke, Va.—This station devotes approximately 105 hours weekly to what they call sing-along.

(They are on the air 131 hours). Their interpretation of sing-along includes "most music to which we feel our listeners can either sing, whistle or hum."

Unsolicited mail in favor of singalong increased rapidly, the station reported. WGEM promotes its singalong format continuously on the air. calls itself the "sing-along station." They also cross promote on WSLS-TV, use taxi back posters, have printed sing-along song sheets.

• KAPE San Antonio, Tex.—KAPE started its sing-along in mid-January. The station schedules sing-along throughout the day, on the basis of one sing-along number every 30 minutes. "Sing-along has not increased ratings, but then what will?" commented Charles D. Lutz, general manager. However, he explained, "our mail count has increased and our listener promotions have had more participants, and winners, since we started sing-along.

KAPE promotes itself as the station that brought sing-along sound to San Antonio. They use newspaper, direct mail and other promotion pieces. They recently celebrated their first year on the air and as first year "gimmick" gave away 20 Mitch Miller albums to clients ar prospective advertisers.

One of the most popular sin along promotions was staged sever months ago by WCUE Akron. The event was a unique beard growing contest. It was unique in that contestants didn't necessarily need to grow a beard to enter, they just hat to submit novel reasons why any specific person should grow a beard Winners received sing-along album

Meanwhile WCUE disc jockerstaged an intra-station competition for the longest, largest beard.

WCUE had one all-day sing-alor session just before the contest, and due to audience response on the beard business, they plan more.

At WWRL New York, a Woodsid L. I. outlet, there has been "terrif audience response" to the Herma Stevens Cospel Sing-Along, a ha hour show heard each mornin; Stevens leads the audience gosp singing, and accompanies himself the organ. The station hasn't sold as yet, is "holding out for two fifteen minute segments," doesn't want the break it down any other way.



IJBONNET

(ontinued from page 33)

wmen traveled the Dubonnet retail recuit participating in various mer-

Some \$400,000 went into the air n dia buy, from April until July. A baget of \$600,000 is being allocated the September promotion.

Schenley has engaged Norman. (aig & Kummel who, according to Idberg will handle extensive air Idia campaigns.

What is Schenley looking for in the vy of a major tv advertising vehicle one fall? The Mantovani program aain says Goldberg. Or. "someting similar."

No matter what, one thing is certin, the program will not again be son on a Saturday night. "Any night let Saturday or Friday" says the nenley executive," "We've learned." It says "that those weekend nights to not really the best for something let his. Those are not stay-at-home renings."

(REATIVE RADIO

Continued from page 37)

differently. They want the same was and features and radio fare as te men get.

5. Don't guess or operate in the ark. Seek out answers. Think a oment about this problem. Who are ou trying to attract and please? The steners of your community. So who nows best what the people of your mmunity want to hear on the air? he people themselves. So, make surys. seek out ideas and opinions, rite letters to leaders of organizaons. Make phone calls. Have inormal conferences with small groups. se your microphones to talk directwith the public and invite listenrs to express program preferences. etter yet—let the people of your ometown participate on these shows. There's a good interview in every erson in your town).

We've had outstanding success in tlanta with letting listeners pick muter for some of our most popular aily programs . . . and perform as nusicians and singers . . . and works announcers on our regular shows

twhen we dedicate the day to a community project or service, such as "Community Chest Day"). And every day we put our local citizens on the air talking about the things they know best—or happen to be most interested in at the moment.

Audience gets to eall and ask questions directly.

Furthermore, our Family Fair program is an open Forum-of-The-Air for sampling local public opinion on a daily question of importance.

Many times it takes only a phone

call or a note from a listener—to result in our doing anything from an interview or a news story to a full program—or even a full day's programing devoted to a single theme.

One day recently when a Salvation Army Official came by to ask if we would mention Salvation Army Week

I said. "We'll do much better than that. We'll have Salvation Army Sunday and devote the entire day to saluting your great organization." Well, needless to say he was overwhelmed and even more so when



KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke74,700 homes Red Skelton56,700 homes 6:00 p.m. News ... 40,300 homes 10:00 p.m. News ... 58,500 homes

*November Lincoln ARB

The Telzer Stations
WEID-TV — GRAND RAMDS-KALAMAZOO
WKID RADIO — KALAMAZOO-BATTLE (REIX
WATE RADIO — GRAND RAPIOS
WHEI-IM — GRAND RAPIOS-KALAMAZOO
WWITV — CADILLAC-TRAVERSE CITY
KOIN-TV — DIKOUN. MERSENS

No matter how you slice it, you'll find there are just two big, "prime-ent" television markets in Nebraska — the extreme East and Lincoln-Land.

Three top TV stations split the Eastern market three ways as they battle for viewers' attention. But Lincoln-Land is different. Here one station completely dominates this big market—that's KOLN-TV!

During prime 6 to 9 p.m. viewing time, latest Nielsen reports more than 50,200 Lincoln-Land homes time in KOLN-TV! See how this compares with any other Nebraska station.

Avery-Knodel has the full story on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas,



he began to hear from people everywhere who heard the salute and let the Salvation Army officials know.

6. Give your advertisers a voice in programing your station. Now I know that one will shock you. But let me explain.

If your advertiser is a successful business man it very likely is true that he knows something about how to attract customers—or to put it in the best Dale Carnegie fashion—how to win friends and influence people.

Engage this successful business man on the subject of broadcasting—not as an expert—not even as one of your advertisers—but merely as a listener—a man with common sense.

Find out what he likes or dislikes about radio—and more specifically, about your station.

If he knows you sincerely want his opinion—he may give you a thousand dollars worth of free advice—and better still—follow it up with a renewal order.

7. Which brings me to this next don't. Don't sell air time. You really don't have it to sell in the first place. You merely have the allegiance of a certain number of listeners—so program in the way to please that audience best—and then allow your advertisers to reach that audience through your microphones.

What I'm saying is—sell what you program—don't sell time—.

8. Don't try to teach your audience anything. This is a myth anyway. You can't teach a person by radio any more than you can teach in a classroom. We know that you can only help an individual find the truth for himself.

That is the closest we ever come to teaching anyway. And believe me—there is a vast difference between these two.

Example: Police skeptical about helicopter. The day it helped them personally they learned for themselves its value.

9. Don't coddle listeners. Respect them but don't pet them. Insist that your listeners be active listeners and active participants in your broadcasts. I have found that the public will respond at the level you ask for response. If you sincerely request mature, serious cooperation, you will get it. And you don't have to pamper your public.

Example—don't ever repeat on the air. This merely encourages lazy

listening. Tell it clearly and briefly the first time. If it's lost—They'll listen closer next time.

10. Don't glibly accept the popular edict that your station must editorialize in the traditional manner.

Whoever said that a man—sitting up reading an opinion about something—and calling it an editorial—is the one right way to editorialize.

In the first place—I think you should have something to say—and the time to prepare properly what you want to say—and I think there should be some earnest feelings behind what you say.

Many radio stations are missing the chance to be a powerful editorial voice simply because they neglect reporting conditions in their own community and state.

Example: I feel definitely that our willingness to dig into the problems of desegregation—in depth—helped prepare Georgia for the developments of recent years—and to handle them peacefully.

But we did it with documentaries—we did it with facts and opinions reported by the people themselves.

You know—when a man makes a hard-to-swallow statement, I feel I have a right to ask two questions: Who told you? How do you know it's correct?

I feel a documentary comes closer to substantiating its information in the minds of the listener—than the mere reading of an editorial—which may be labeled as the opinion of the station but which ends up sounding like one man's opinion—the opinion of the man who reads it.

11. Don't try to make your staff so comfortable that everybody will want to remain permanently. This encourages deadwood to sit and stay.

Treat your staff with fairness. courtesy, and consideration. But insist on a full day's best effort for each day of pay.

And let it be known that you are happy when members of the staff are able to move up to better positions elsewhere. And demonstrate by your station's philosophy and policies that the employee who puts forth the best effort is the one who will be assisted in obtaining better positions—regardless of whether it be at your station or elsewhere.

I think this creates a wide-awake, healthful atmosphere. And to get the best effort from your staff—work more on improving communicationside your own station. If y people understand one another be—you'll begin to see improved of munication with the general put

12. Don't be afraid of a network A network can be a good thing your station and your commun Dependable world-wide news serv sports, special events, discussion some concerts and documentarie these are network services you use to advantage in building image of sound, dependable radio.

13. Don't turn thumbs down the word "Education." Take prin the fact that you have a radiostion that is an educational force the community. Being an egg-his becoming more fashionable all time—as we realize the serious not for everybody to be better inform (Example — Book Reviews — M Book.)

The well-run, well-programed, spected station—gets listeners and gets advertisers—which brings methis point:

14. Don't sell your station cheaply. Virtually every radio stion in America is under-priced.

You don't need to apologize asking a fair price for your raspots. If they will produce satisf tory results for the advertiser they are worth the price you a And when you set a rate stick to No one will respect a rate unless broadcaster himself respects it.

And while you're at it—do crowd everything into 7-9 A.M.

Set your limitations. The Na Radio Code says a maximum of minutes per hour.

And when you've filled that he—close it up—and tell advertis that's all you can accept unless the move into a later or earlier time.

It's the finest way to make of hours more desirable—and also enhance the desirability of your stion.

I never saw a station suffer leause it insisted on limiting commeial availabilities. Instead, it probecause it is able to raise its raand increase its total revenue.

We hear a great deal about public service programing. Especially public service spot announcements.

My advice to you today would be 15. Don't worry so much about the public service time you are loging. And worry more about the

cd of public service your station cresents to the community.

There is a vast difference between wing public service and being a pubicservant.

think we should ask ourselves at friuent intervals:

Low well is my station serving the aids of the community?

\re you an information center, a pine moving force in civic undertaings, a voice of authority where dierences of opinion exist?

n summing up—You cannot assuc that people like or know or ese about your station or what you hie to say.

Tou can only find out by action then carefully studying the re-

Be sensible to comments of all kids—the letters, phone calls, persgal interviews, surveys, panels, the stry comments of friend or stranger.

Remember that our intentions al the image we project—may be viv different.

We in the broadcasting business a not what we think we are. But wat others think we are.

If you wish to be more popular, p form in such a manner that the polic feels you are more popular al proves it by tuning in.

And remember always—an image ch be improved—or it can be

An audience can be increased in nubers and quality—or it can be dereased and weakened—and in n'ny cases it can actually be compitely destroyed.

We do not own our audiences. We canot force them to listen. We can ov perform in such a manner that thaudience will want our service al will pay for it by listening.

Louce heard Archibald McLeish the emineut poet and philosopher a group of broadcasters—that very program you put on is an act o commission and will have a consquence. . . . It will work for harm ijt doesn't work for good. . . . "

He went on to explore for us the at a of broadcasting where our potitial is greatest-Our ability to appal to the imagination. . . . How lag has it been since you used your on microphones to appeal to the lagination of your listeners?

Mr. McLeish reminds us: "A free spiety lives in and by the imaginaun. Freedom itself is an imagined

thing . . . a vision always about to be made true. To quicken the imagination should be the great end of a society which moves toward freedom.

And I say to you today that no instruments ever devised hold such promise for that quickening as radio and television. But we must approach the dual responsibilities of entertainment and information not in a defensive or negative manner-but in a positive and imaginative manner.

We must program not to fill time but to fill minds with constructive ideas and emotions.

We must sell not merely to meet the payroll—but because we have a dynamic sales voice that can reach and persuade a multitude of people every hour of the day.

We must provide public service not merely to compile statistics for a favorable FCC report — but because these are individual needs and community needs that we are obligated to serve.

If we do these things—we will find the foolproof Broadcasting Formula working beautifully. C + S = L +R + M-I-B . . . Creativity and Service will produce Listeners and Response, plus money in the bank.

ETHICAL DRUGS

(Continued from page 39)

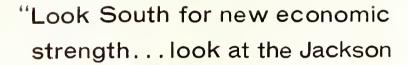
actual day in the life of a general practitioner, was filmed by a hiddencamera technique—the largest technique used by NBC for a documentary, according to a spokesman. The doctor in the film was A. John Bauibara, M.D. of Flemington, N. J.

Instead of commercials, the ethical pharmaceutical firm presented fiveminute messages. One discussed the pressing need for doctors; the other a short accounting of the role of the doctor in medical research.

The sponsor's name was mentioned only twice during the hour-long show: once at the close of each message. (The production of the "noncommercial' messages were made by The Troy-Beaumout Company, Inc.)

According to a spokesman, Merck Sharp & Doline, which has put considerable time, money and effort behind its post graduate education of the physician, is constantly on the look-out for a better way to tell the doctor story to the public. They're looking for what they call a "good format" with fewer facts presented in a more interest holding manner.

During 1960, eight 30-minute pro-





future." Served, 1954-1957, as Head of Largest World-wide Masonic Organization (Royal Arch Masons)

> TOM Q. ELLIS Clerk, Supreme Court of Mississippi

WLBT Hollingbery 3

Serving the Jackson, Miss., Television Area

Vledia depar	tment details about eight of the 20 air agencie		
Y&R	Coverage of accounts is handled primarily through six divisions, each headed by an associate director, with two media account supervisors. and a group of all-media buyers, usually numbering about ten. The six divisions are served by a spot coordination unit which gathers to and radio availabilities information and handles general problems with stations and reps.		
McCANN	Agency's Media Services Div. is divided into three major departments. In the Media Dept., four associate media directors, who report to the department's manager, supervises one media group apiece. Reporting to the associates are media supervisors (mostly all-media), buyers and estimators, broadcast or print specialists. Media research and media planning round out the division.		
BBD0	In addition to five associate media directors who handle specific accounts, department includes a sixth associate who heads the separate Media Planning & Analysis section which is available for all accounts. Analysis was moved from research to media, while planning evolved with the growing complexity of media problems. Also outside of the specific accounts are sections devoted to network time buying, tv programing liaison, outdoor, special services operations, and special projects.		
BURNETT	Fields six media groups headed by a media group supervisor and staffed with associate media group supervisors, time buyers, and space buyers. Groups concentrate on their one or more assigned accounts. Supervisors and associates are all-media men.		
L&N	Utilizes six "assistant media directors—contact," each doing the planning for an account group. Withdrawn from many of the front-line distractions, each works in conjunction with one of the two associate media directors and the media director in the development of strategy.		
SSC&B	Department essentially consists of two basic media groups and a broad media services area, which includes both the estimating and media research functions. Research group, in addition to work on all media types is responsible for advertising allocation comparisons, competitive ad activity reports, etc.		
C&W	Maintains five levels of planning and buying authority. Accounts are divided into four groups, each headed by a media supervisor responsible for the actions of his group's media buyers. Supervisors report to one of the agency's two group media directors, who in turn report to the two top echelon officials.		
NL&B	Four media supervisors interpret pertinent marketing and consumer information and determine broad forms of media to be used, establishing the general terms under which each will be bought. The buyers, under supervision of the director of broadcast facilities, base their selection on the strategy handed down.		

ms were produced and broadcast twelve tv stations. A total of 24 casts reached a combined audite of approximately 4 million.

Three additional programs are one prepared for this year. One slesigned to alleviate the fears of dren in connection with hospitals nerican Hospital Assn.); one beling with teen-age medicine buthern Medical Assn.); and the led on various diseases of children nerican Academy of Pediatrics). Ocal stations will be bought for less showings.

Othough in general, stations snap of the shows as a good deal—both polic service wise, and as a sale— VD has, in the past, encountered service resistance. "Some of them," set a spokesman, "refuse the sale, or at regular station time rate becise they don't want to lose viewers to prefer something like Gunsmoke."

These are in the minority, this sae source told sponsor. He had his praise, however, for those statists: WCKT, Miami: WISC. Madist. Wis.; WTMJ and WITI. both had wakee, which went all out in beking the program.

S'ONSOR ASKS

Continued from page 40)

stions in a special study of the station.

Jnes F. O'Grady, Jr., executive v.p., Young-Tv, Vew York

We believe that rate cards will reflet a tendency toward simplification dring the next six months. An effet will be made at both station and



A number of factors will be pushing up and simplifying tv rates

presentative levels to make easier buying of spot television to facilite agencies' use of this medium.

One method of doing this, obviously is to standardize rate cards and rike them easier to understand. We tak, for example, that more and the stations will round out the dolles involved instead of carrying fractual units, i.e., if a rate computed a percentage basis amounts to 5.13 it will be \$25 flat.

More and more stations will climinate frequency discounts and utilize weekly plans, such as the six-plan. nine-plan. 12-plan, etc. With this system, of course, advertisers receive discounts if they use a multiple number of spots during the course of one week. Since today advertisers seek to measure the value of each dollar spent by the immediate audience-efficiency potential rather than future benefits, buyers all but disregard the reward feature of frequency discount rates.

There is a strong trend in multistation markets of a more even dispersion of audience among the three affiliates. This is due primarily to stronger ABC TV programing, good new programing such as PM East— PM B*est, and the continued popularity of movies. Naturally, the stations which were previously in last place are adjusting their rates upwards.

Other predictions are:

1) Updated tv penctration data shows that many markets and stations are underpriced. Rates will be adjusted upwards to a level warranted by increased potential.

2) The cost of programing is up. So stations must increase rates.

3) In general, rate increases will

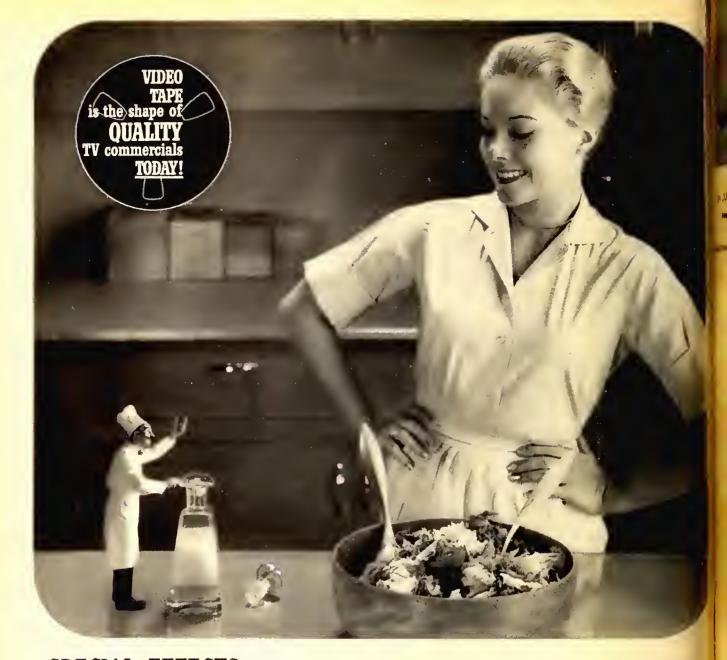
affect the price of individual unitand not all spots. The availabilities reflecting increased audience will get higher rates. There will be a possible extension of preemptible type of rate cards. Sectional rate cards establish a relationship between spot price. spot value, and demand. Such cards permit an immediate adjustment of rates (either up or down) in any announcement for all advertisers when a significant change in popularity occurs. Franchise rates for franchise spots have a number of advantages. The results of this system are a) more satisfied advertisers; b) no general increase of overall costs to advertisers: c) increased income through sale of more units.

4) Eliminating discounts that do not induce greater expenditures.

5) A more realistic appraisal by advertisers of their media philosophy. For example: a combination of low-rated and high-rated spots might be more efficient than a schedule of high rated spots because of the duplication factor and cost.

6) The 40-second break or the doubling of prime time availabilities won't truly affect prime time rates for 20-second advertisers.





SPECIAL EFFECTS: 1001 special reasons why your commercials should be on SCOTCH® BRAND Live-Action Video Tape!

There is nothing new about special optical effects in TV. What is new...excitingly new in video-taping special effects on "Scotch" BRAND Video Tape is the instantaneous speed, ease and economy with which tape does the whole bag-of-tricks... does 90 per cent of them inerely by pushing a button! No waiting for days, weeks, while lab work and processing laboriously create an "effect." On video tape you create electronically, instantaneously. And "1001" is just a number—in creative hands there is no limit!

By pushbutton and an electronic special-effects generator you can create thousands of variations . . . wipes, dissolves, fade-outs . . . you can matte a person or product from one scene into an entirely different one . . . combine several images of the same person on the screen . . . introduce pixie or giant characters with normal-size people . . . do split-screen "before and afters," or a montage of different scenes . . . combine photographs, miniature sets, drawings, cartoons, movies, with live or tape

scenes... produce pop-on overlay effects, faces, product label... do limited animation of titles, cartoons, as well as smoothly integrating film animation with tape... create rain, snow, fire smoke, even dream sequences—you name it!

And special effects are just the dressing on the salad. Basic video tape advantages for black and white and color, include: (1) new picture quality, "real-life" presence, (2) immediate playback that eliminates errors . . . provides "how're we doin'?" feedback (3) time and money savings.

Get the tape story! Next TV storyboard you produce, take to your local video tape house for analysis—and a bid that will surprise you. No cost or obligation. FREE ILLUSTRATED BOOKLET: "Techniques of Editing Video Tape"—a sampling of ideas used by video tape editors in building shows from tapes, splicing and special effects. Send to: 3M Company, St. Paul 6, Minn.
"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY



WASHINGTON WEEK

24 JULY 1961
Copyright 1961
SPONSOR
SULIDATIONS INC.

The FCC relented in a challenge to license of KORD, Pasco, Wash.; however, it was only to emphasize the threat to all broadcasting stations.

So serious does the FCC regard its KORD decision that all am-fm-tv stations are to be mailed copies of the precedent-making action.

KORD had been challenged on the new promise-vs-performance measure. It had been accused of doubling its commercials and reducing its public service programing to zero, as compared with promises made to the FCC.

The Commission accepted the KORD contention that new standards were being applied to old activities, and gave the station a one-year renewal. It thereupon put all stations on notice that they must put their programing houses in order or face the consequences.

Mailing of the KORD decision was by way of warning every last station in the nation that future applications for license renewal will be screened on the basis of actual performance during the preceding license period. Measure will be what the stations promised to do the last time, not what they promise to do in the renewal period being applied for.

The FCC told stations they would do well to check their performance before coming in for a renewal. If there is any gap as compared to previous promises, there had better be a good explanation, or at the very least evidence of tangible steps to correct the discrepancy.

-

On another front, the recall of Dean Roscoc L. Barrow signifies more FCC action against networks: it brings to life all of the sweeping "Barrow Report" network recommendations which were swept under the rug almost before the print had dried.

Barrow headed the FCC's network study staff, and the studies leading up to the controversial report bearing his name. He returns with the title of "consultant" on network study matters, but the innocuous title fools nobody.

On a WOR-TV interview with Rep. Emanuel Celler (D., N.Y.), chairman Newton Minow let one cat out of the bag. This was the fact that the FCC would revive and consider limiting networks to ownership of three TV stations, in place of the five now permitted.

The networks dropped "must buy" voluntarily, following the Barrow Report. A ban on option time was considered by the FCC, but it was decided last year to settle for a half-hour cut. Now the FCC has started proceedings aimed at banning the practice entirely.

The nationwide series of station sales and trades, featuring but not confined to NBC and RKO, is still being delayed.

Chances are it will be further delayed, well into the time when the FCC might start proceedings on multiple ownership.

The Barrow report recommendations weren't aimed solely at networks, but also at other multiple owners as well.

Schedule for the NBC-RKO series begins with consideration of various applications involving the NBC Philadelphia stations. Other station applications involved, in other cities, would begin only after the end of the Philadelphia phase. The whole complicated package would wait for approval or disapproval until the end of all separate hearings. By the time all of this is accomplished, there could be a lower limit on multiple ownership.



FILM-SCOPE

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One of the few shows to do healthy renewal business this season is CBS Film Deputy Dawg, which just signed up 58 second year markets for an estimated \$1. million.

Biggest of the renewals is Lay's Potato Chips (Liller, Neal, Battle & Lindsey of Atlant for its 46 markets for 26 weeks over 52, continuing from October.

An important station group renewal on Deputy Dawg is for January 1962 from the fi-Metropolitan stations: WNEW-TV, New York; WTTG, Washington; WTVH, Peorl KOVR, Stockton, and WTVP, Peoria.

Other station renewals are these: KPIX, San Francisco; KTTV, Los Angeles; WHD TV, Boston; WFAA-TV, Dallas; WISC-TV, Madison; WKST-TV, Youngstown; KGNC-T Amarillo, and KPLC-TV, Lake Charles.

Lay's has been using the cartoons as a half-hour show but gave segments to stations in library for extra local use as a clearance inducement.



Ziv-UA's Aquanauts scored its first re-run sales this week.

Thirty-two episodes of the full-hour off-network series were sold to WNEW-TV, No York; WGN-TV, Chicago; KGO-TV, San Francisco; WTTG, Washington; KMSP-TV, Mi neapolis; WBAP-TV, Dallas, and WOAI-TV, San Antonio.

These re-runs are being handled under Al Goustin's special plans division.

Incidentally, Goustin revealed that Stanley Florsheim is back with Ziv-UA as a sal executive.



Mickey Spillane's Mike Hammer is going into additional re-runs with hard an indication that re-exposure is damaging its ratings effectiveness.

Two years of production went into re-run last year and added runs now being offen by MCA will be its third or fourth in most markets.

Here are ARB rating averages during the three years in syndication of the MCA serie

MARKET	RATING	MARKET	RATING
Albany-Troy	20	Jacksonville	26
Bakersfield	28	Kansas City	29
Baton Rouge	25	Las Vegas	24
Boise	2 8	Little Rock	32
Buffalo	19	Madison	23
Cedar Rapids	28	New Orleans	25
Charlotte	29	New York	19
Cincinnati	23	Peoria	28
Columbus	23	Rochester	52
El Paso	24	Shreveport	37
Eureka	32	St. Louis	23

Average shares were 50 or more in 12 of the markets above and were above 40 in eigl additional cities; the remaining two shares were in the high thirties.

FILM-SCOPE continued

The power of post-1948 feature films to make an independent station fully competitive with the networks during certain time periods is demonstrated by KTVU, San Francisco with Seven Arts' Warners Films of the '50's.

Since January the station has shown the same picture on successive Sunday and Monday nights in a double exposure pattern.

From December to February KTVU's ARB share in the four-station market rose from 2% to 24% on Sunday and from 4% to 11% on Monday; the features are shown 7-9 p.m. Sunday and 7:30-9:30 p.m. Monday.

-

The National Bowling League, which gets started this October, isn't overlooking the possibility of a tv series of its own.

The league ordered a tv pilot, to be made by Sports Network of New York, of a Kansas City exhibition 24 July.

Member cities in the professional league are New York, Los Angeles, Dallas, Fort Worth, Kansas City, San Antonio, Fresno, Omaha, Detroit, and Minneapolis-St. Paul.

MGM is doing more business in tv but its income has hardly risen on account of it.

For the 40 weeks ending 8 June MGM grossed \$14.5 million in tv compared to \$10.9 million in 1960, a hefty increase.

But here's the profit picture: \$7.8 million net income on that 1961 gross, compared to \$7.5 million last year on a much smaller gross.

First special color tv audience measurement for a feature film was done for High and the Mighty on WOR-TV, New York.

On 20 June the Seven Arts feature earned a 35.7% color tv rating in a Trendex study; it was seen by 50% of local color tv homes.

0

Screen Gems—until this February a wholly-owned Columbia Pietures subsidiary—went on the American Stock Exchange this week.

Some 288,400 shares of Screen Gems stock, offered to Columbia stockholders last February, have now begun to be traded.

For the statistical-minded, Screen Gems' inventory runs to 1,020 owned programs, interests in 1,500 others, and distribution rights to 1,400 feature films besides.

The biggest agency name to be lured over by a commercials producer is Warren Schloat, v.p. and creative director of Compton, who moves to Robert Lawrence Productions with exactly the same titles.

Before joining Compton in 1955, Schloat was involved in film production activities for Walt Disney, Y&R, and Esty.

Advertisers are watching the vogue of cartoon characters in shows and are using such characters for their commercials this season.

Bar-S meats, for instance (Miller, Mackay, Hoeck & Hartung of Seattle) is using a sheriff character developed by Animation, Inc.

Note that all three of its spots are 40 seconds for the new breaks.



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PUBLICATIONS INC.

SPONSOR HEARS

Judging from reports, it wouldn't be surprising if ABC TV some day set up a separate division to encompass its programing operations and brought in a prominent figure in the agency field to head up the division as president.

The quest for the man when it happens will, it is speculated, be first in the direction of the currently No. 2 power in an upper-rung agency.



Deserving more than just noting for the record: Brown & Williamson's assignment of its new king-size straight brand to Compton Chicago.

Getting a cigarette account into the shop has been a strong ambition of Barton Cum mings ever since he took over the Compton presidency, and even though the brand's budget looks like \$2-2.5 million it's still a foot in the door of what is still a growth industry

The actual foot has apparently been that of Dean Landis, Compton's Chicago mana ger, who at one time worked on the B&W account.



Don't take that recent Robert Sarnoff article as an indication that the Saturday Evening Post has gone soft and sweet on tv.

This fall the SEP—which, it's reported, is headed biweekly—will publish a three-part anti-tv blast calculated to shake the competitive medium.



If you've been puzzled how come the Tv Academy pulled out of the international tv festival, here's one reason bruited about the trade:

The sponsors of American participation were reminded that artists unions outside the U.S.A. are mostly communist controlled.



Bringing the subject around to Life magazine, untoward murmurs are being heard among Madison Avenue agencies regarding the weekly's new format which puts the accent on bulking the ads together.

Snorted one officer of a toprung agency: "And they (Life) have been dishing it out to to about triplespotting and other like practices!"



You've been around the business a long, long time if you can recall when:

- The Blair operation was known as Blair, Greig & Spight.
- Soap opera writers got \$50 an episode and the typewriter jockey on Tom Mix and His Sixshooters drew down \$25 per script.
 - Kraft sponsored Paul Whiteman in a two-hour program to debut Miracle Whip.
 - The score racked up on boxtops was more important than ratings.
- The chieftain of one network would refer only to his competitor as "that cigar-maker."
 - Rate cards were so simple that trainees became expert timebuyers over night.
 - · Agencies were the chief source of program ideas and personality development.
- The highpoint of an NAB convention was when some stormy petrel of an affiliate teed off on the floor against network tyranny.
- The FRC threw the book at a Chicago station for airing nothing but racetrack stuff.



SPONSOR WEEK WRAP-UP

NEW OWNERS of KIDA, Des Moines, are feted by Meredith Publishing. (I to r) James C. Dowell, v.p. and general manager, KIDA; Payson Hall, exec. v.p., Meredith; George Bolas, pres., Star Brdcst.; Thomas C. Harrison, v.p., John Blair & Co.; Gilbert Swanson, board chairman ,Star; Don Bell, d.j., KIDA; Fred Bohen, Meredith; Clair Gross, v.p. Bozell & Jacobs



SAFETY FIRST, but beauty isn't much less than first as WBT, Charlotte, S. C., Pat Lee discusses the finer points of water safety with two swimmers, both of whom the audience asked to meet. Pat brought the entire morning radio show to the municipal pool of Charlotte, as part of the station's summer safety campaign, on Friday before the Fourth of July weekend



Advertisers

Ideal Toy is getting away from t strictly kid show in its tv activi

Starting 1 October, the toy mal will participate in ABC TV's Merick.

Reason given for the buy: the company's experience in spot to during 1960 for its model construction kind disclosed a sharp interest amo adults in "authentic and intrical hobby kits.

In other words, adults were buying them for themselves as well as the kids.

Campaigns: Several important fo stores and manufacturers, such Safeway, Daitch-Shopwell, Ehlers of fee, etc., will step up their use radio as they go into new saturation schedules. This was announced Lester L. Wolff, president of Cordinated Marketing agency.

165,000 PIECES of mail came to Ke Pittsburgh, in eight weeks when the stati and Top Value enterprises staged a two milion to stamp Give-Away. Listeners were vited to go to certain stores and pick entry cards. Shown are: (I to r) announce Dave Scott, Larry Aiken, and Henry DaBoo receptionist Carol Robinson holds the si



oducts' Best Foods, is expanding of all major eastern and central rkets this month. The campaign I include web to as well as spot . . . Alberto Culver (Compton, T) will have a record budget of 5-million, most of which will be all for tv. The company will use three networks with a group of S programs added to the schedule. e first web buys were with NBC d ABC was added in 1959.

versification: J. B. Williams mpany has acquired Landers, ary & Clark, 119-year-old Conn. npany, manufacturers of Univerhousehold appliances.

unced earnings for the first six onths and the second quarter of 61 were the highest for any such riods in the company's history. The t for the first six months of 1961

are estimated at nearly \$57 million as compared to \$19.02 million for 1960, up 16.3%... Also Pillsbury announced a year of record sales, carning for the fiscal year ending 31 May, 1960 showed an increase of 20.8% over the previous fiscal year, up \$7.91 million. Sales were up to \$385 million, an increase of \$11 million.

PEOPLE ON THE MOVE: AIfred J. Sealpone to v.p. in charge of advertising, Schick Safety Razor . . . Charles J. Wade to v.p. of Lanolin Plus . . . Richard H. Danielson to assistant advertising manager of the newly expanded American Oil . . . David J. Mahoney, Jr., to executive v.p. of Colgate-Palmolive ... Frederick J. Griffin Jr., to general advertising manager for New Jersey Bell from assistant advertising manager-sales in the public relations department, A.T.&T. . . . Paul J. Allen to director of marketing, American Sugar Refining.

Agenc's

Couningham & Walsh has so its Chicago Office to Ivan Hilt, the firm's executive v.p., and a group of his agency associates.

The new agency will be known as Hill, Rogers, Mason & Scott, as of 31 July.

The present staff of about 50 persons will be increased; and it is expected that the present accounts will remain with the new agency.

(For details of C&W's revamped management structure see SPONSOR WEEK, page 11.)

Agency appointments: Catherine Clarks Brownberry Ovens products to Johnson & Lewis, San Francisco... Butterfield Foods to Applegate Advertising, Muncic, Ind.... Rambler Dealer's Association, Kansas City to Merrit Owens... Dubonnet-Schenley to Norman, Craig & Kummel, from Kleppner... Ken's



HE WINNER of the "lowa's Favorite Farmer's Daughter" contest, Marcia Lee Beck, poses th Sutherland Dows, Jr. (1) of lowa Electric Light and Power and Bill Alford, WMT, Cedar apids, Farm editor. The contest was sponsored and promoted by both the utility company d the station throughout the state of lowa, resulting in 446 entries of rural beauties



A 25 YEAR WATCH is presented to Paul J. Miller, managing director of WWVA, Wheeling, W. Va., with the station for 30 years. William E. Rine, v.p. administration, Storer, who honored six staffers for at least 25 years' services, makes the presentation



WING FLING DAY at LeSourdsville Park made the biggest Saturday the park has had, along with participation of WING, Dayton, O., to entertain station fans. The station's Jim Smith, Rod Williams, and Stan Scott spent most of the afternoon in a cool bath in the park's fountain, in 'year one' suits

At Copley, Boston Restaurant. to Ingalls Associates... Sabra Motors of America, eastern distributor of the Sabra, Israeli automobile, to Miller Advertising . . . Romero Drug, Dixie Meat, KUKA, San Antonio, and KUNO, Corpus Christie, all to Cusick-Schwerke & Wild, San Antonio . . . Plastics & Resins, Inc., to Yardis . . . Dubonnet Apcritif wines and vermouths to Norman, Craig & Kummel.

PEOPLE ON THE MOVE: Garth N. Montgomery rejoins K&E's creative services from v.p. and creative director at Compton . . . Paul T. Bohn to Opinion Builders, Inc., from public relations staffer, Cleveland Electric Illuminating . . . James R. Sanders to v.p. and account supervisor, North's Toni Company brands ... James H. Graham to v.p. and account supervisor, B&B, from v.p. and account supervisor, Mc,J&A . . . Ralph Countryman to regional marketing staff, D'Arcy, for Anheuser-Busch . . . Donald A. Ecker to Ingalls Associates from George J. M. Riseman . . . Lee Hughes to account executive, DCS&S, from JWT . . . Donald M. Mullen to account executive at Zimmer, Keller & Calvert, Detroit.

Account resignations: GMM&B has resigned the Lewyt account. Lewyt recently became a division of Signal Manufacturing, Salem, Mass.

New quarters: North Advertising has moved to larger New York offices at 770 W. Lexington Ave.

Happy birthday: Beckman-Koblitz, L.A., celebrates its 12th anniversary this August. The agency now has a staff of 15 and annual billings in excess of two million dollars.

Corrected omission: In listing account transfer during the first half of 1961 SPONSOR-SCOPE failed to note that Doherty, CS&S was given a goodly share (\$600,000) of the U.S. Tobacco business. The products going to DCS&S were Encore, Model cigarettes, Copenhagen, Old Briar and Dill tobacco.

Stations on the Move

The expiration of an agreement for the purchase of WMGM, New York, by Crowell-Collier Broadcasting from Loew's Theaters Broadcasting, was announced.

This came about as the FCC failed to approve the assignment of the radio station license within the time provided in the agreement.

TOTAL STATIONS ON THE AIR

(as of 1 July) AM: 3,602 FM: 889 TV: 543

BOUGHT/SOLD/APPROVED

Sold: KLAK, Denver, Colo., to Ed Scott from Lakewood Broadcasting Service, holders of which are Maurice J. DaVolt, Julia W. DaVolt, and Edythe Sweeney Walker. The price: \$310,000 . . . WCNG, Canonsburg, Pa., to Tommy Sutton, Dayton, from Lowell Williams and Dick Berg. The price: \$86,500. Brokered by Blackburn & Company, Washington, D. C.

United Printers and Publishers Inc. will ask its stockholders, at a meeting 3 August, to approve the acquisition of two tv and radio companies.

The companies and their stations are: WSTV, Inc., which o&os WSTV-TV, Steubenville, O.; KODE-TV, Joplin, Mo.; WBOY-TV, Clarksburg, W. Va.; WRGP-TV, Chattanooga, Tenn.; WSTV-Radio, Steubenville, O., KODE-Radio, Joplin, Mo.; and WBOY-Radio, Clarksburg, W. Va. WPIT, Inc., which o&os WPIT (AM-FM), Pittsburgh, Pa.; WSOL-Radio, Tampa, Fla.; and WRDW-TV, Augusta, Ga.

Associations

Ken DeVaney has been appointed managing director of the California Broadcasters Association.

DeVaney, with a record of 13 years in broadcasting and a graduate of Hastings College of Law, will assume his new duties 1 September with headquarters in Sacramento.

The goal is to develop a more effective program of legislative ad-

vocacy with the California S Legislature.

The American Management sociation will meet 28 August the Hotel Astor, New York, N

The purpose of the meeting is present the most comprehensive proach to date of programed leving and teaching machines, and the broad educational and social im cations.

The two day special conference exhibit will also involve the applition of these training devices in dustry. Representatives of compies making use of this new technic in training will report on their fings and discuss where and how the programs are being applied.

A decision by the Kansas preme Court that "official couproceedings should not be us as program material" for broacasting is being protested Thad M. Sandstrom, president the Kansas Association of Broacasters.

Justice Robb made the decision his opinion on a kidnapping ca tapped by WIBW-TV, Topeka, Ka sas.

After consulting with the chief a torney of the NAB, the KARB fee they must take issue with the opinio which they believe is contrary other such events and is not in the public interest.

PEOPLE ON THE MOVE: Mik Schaffer, director of promotion ar advertising. WFIL, Philadelphia, we elected to the board of directors of the Broadcasters Promotion Assocition . . . James Kiss, director of public relations for TV Guide, we named to the post of associate membership chairman, BPA.

Tv Stations

Social note: WLOS-TV, Asheville N. C., gave a helping hand to Smok Mountain Distributors as the launched their annual Schlitz "Goo Living Go-Togethers" campaign by playing host to a large group of food and media men.

PEOPLE ON THE MOVE: William R. Scth, Jr., to director of

nadian TvB from the Colgatemolive tv unit, L&N . . . Walter McCroba to regional sales maner, WRDW-TV, Augusta, Ga., from ount executive, WSTV-TV, Steuwille . . . Jerry Bess to executive istant to Hathaway Watson, v.p. charge of broadcast operations, O General, from executive v.p., kwright Advertising . . . Robert . Breckner, v.p. and general maner, KTTV, L.A., elected to the ard of directors, Times-Mirror oadcasting . . . Thomas S. urphy to executive v.p., Capital ties Broadcasting, Albany, N. Y. . Harry Kirk to station manager. BY-TV, Coos Bay, Ore. . . . rarles Martin to account execue, KTTV, L.A., from merchandisg manager, same station . . . Dick ckson, national public relations rector for AFTRA, has resigned to t up his own firm, Public Relations Dick Jackson . . . Jim Patterson account executive, KVOO-TV, ılsa, from administrator of mancement development and training, BC, L.A.

udos: Carl Evans, sales manager, KJG-TV, Fort Wayne, Ind., has seen elected president of the Sales xecutives Club of the Fort Wayne rea.

Radio Stations

tAB surveyed consumers on the ighways and found that 80.5% elieve radio does a better job elling about new products than illboards.

The report, called "Inside Outoor," covered consumers who spend ime each day in a car.

Some of the factors which helped ring about these results: (1) The rowth of car radio count went from 4.8 million to 42.6 million in the last decade. (2) Increase of car peed which allows little time for billioard reading. (3) Growing resentment on the part of consumers toward roadside junk heap created by over-abundance of billboards.

Ideas at work:

• WTCN, Twin Cities, gave live coverage to the annual Minneapolis

Aquatennial "popular Sing Contest" and water events of the popular aqua festival.

• Between games of a Sunday doubleheader with Detroit and Los Angeles, these were some of the sportscasters and disc-jockies who took part in an exhibition game: Mark Avery, WJBK; Doug Lacy, WCllB; Don Wattrick, WXYZ; Ben Johnson, WEXL; Paul Winter, WXYZ; J. P. McCarthy, television personality, WJR; Johnny Ginger, WXYZ-TV; Chuck Lewis, WPON;

Lee Alan, WKMII; II... V Kaye, WJBK; Jack Riggs and J C Goff, CKLW.

- KOKE, Austin, ran a "II-Race" contest in direct competitivith another radio station. As sales were rung up at Fulford's Appliance store customers were asked to vote for their favorite disc jockey.
- WHIO, Dayton, Ohio, has a campaign going aimed at solling the benefits of advertising and answering some of his critics. A series of five one-minute educational commercials



Yes sir, and to top it off, advertisers who use the new KAKC are selling like never before because the new KAKC is not only the "Quality" station in the Tulsa market but also the "Quantity" station. Yes, you get the best of everything when you use the new KAKC. It's the best "IMAGE BUY" in Tulsa and Northeastern Oklahoma, too. It's been that way quite awhile . . . and we intend to keep it that way.

*According to Hooper and Pulse.



produced by Kircher, Helton & Collette, calls for ten spots to be aired Monday through Friday, for five weeks. The scrics is aimed at supporting all segments of advertising and all media. It follows a two week to campaign on the same theme run on WIHO-TV.

PEOPLE ON THE MOVE: Reed Maxwell Badgley to marketing and sales promotion manager, WKMH, Dearborn, Mich., from account executive at Grey . . . Arnold Smith to national sales coordinator, WFYI, Garden City, N. Y., from sales presentation and promotion, CBS Radio . . . Robert B. Gordon replaces William Dalton as business manager, WIP, Philadelphia, and Dalton will join the sales staff, same station ... Jack Flynn to account executive, WABC, New York, from A.M. Radio Sales . . . E. Jonny Graff elected to the presidency of the broadcast properties WNTA (AM.FM), Newark, N. J. . . . Herman Maxwell to sales manager, WINS, New York, from director of sales, WNBC-radio . . . Jack L. Clover to sales executive for WLW-C, Columbus, O. . . . Dick Stone to account executive, WINS, New York, from account executive, Avery-Knodel . . . A. J. LaFrano to executive director, KHJ-Radio, Hollywood . . . Frank H. Minner, Jr., to comptroller, Rollins Broadcasting from accountant, same firm ... Joseph A. Giurato to director of sales, The Steplien Company. from district manager, Richard Hudnut.

International side: WRUL, Worldwide Broadcasting's international short-wave radio station, has signed six advertisers, including the Latin American edition of Time, life International, and U. S. Camera, for 13 week schedules.

KBS made a study and found that its reach goes out to 83% of all U. S. counties.

The radio network, with 1,125 affiliates, reaches listeners in 2,547 of the nations 3,069 counties.

Of the 51.1 million total U. S. radio homes, Keystone stations cover 27.4 million or 54% of all radio homes.

Networks

CBS Radio offcred over 100 top agencies the chauce to air the important role they play in Americana.

Fred Ruegg, CBS v.p., sent a letter to agency heads inviting them to put their thoughts on tape or disc as a one-minute message.

The message will deal with the role advertising plays in our economy, standard of living, and its ability to bring people and vital products together.

CBS Radio will present the messages 12 times each on all seven own stations across the country.

PEOPLE ON THE MOVE: Everett II. Erlick to v.p. and general counsel of American Broadcasting-Paramount Theaters.

Radio sales: CBS Radio has sold the Bing Crosby-Rosemary Clooney show to Kitchens of Sara Lee (Cunningham & Walsh) for a thirteenweek schedule for two weekly segments.

Tv sales: CBS TV has sold a two-hour special to Quaker Oats (Lynn Baker). The on-the-scene program, entitled *The Tournament of Roses Parade and Pageant*, takes place on New Year's day, 1962, in Pasadena, Cal.

Network programing: Carol Burnett and Richard Hayes will join forces in a new musical variety program, to be presented on CBS Radio, Monday through Friday, 7:10-7:30 p.m.. EDT, beginning 4 September.

New affiliations: WEPA-TV, Erie, Pa., will join ranks with NBC-TV on 1 October. The station is now under construction.

Representatives

Rep appointments: WFGM (AM-FM), Fitchburg, Mass., to Walker-Rawalt . . . WOKW, Brockton, Mass., to Kettell-Carter . . . KWHK, Hutchinson, Kansas, to Spot Time Sales . . . WIST, Charlotte, N. C., to Advertising Time Sales . . . KBEA (AM-FM), Kansas City, to Avery-

Knodel . . . Five new appointmen with to Weed are: WAVA, Washingto like W. D. C.; WEAW, Chicago; WBO and the Boston; WBMD, Baltimore; a with KCKN, Kansas City.

H. Sandberg to office manager
Weed, San Francisco, from his overep firm . . . Richard Beesemy
to sales manager, ABC-TV Nation
Station Sales in L.A., from sales manager, KNXT-TV, L.A. . . . Jame of the Minneapolis office, Katz.

Promotion note: Avery-Knod has made two new studies of marke which are being distributed to a vertisers and their agencies. The titles are: "Topeka, An Even Bette Place To Reap Profits" and "The Quad Cities, One of America's Great Tv Markets."

New quarters: Advertising Tim Sales is opening a New York office and headquarters to be located a 247 Park Ave. Telephone number MU 7-5040.

Expansion: Weed is expanding it operation on the West Coast wit the appointment of James C. Gate and Henry (Hank) Stanley to th Los Angeles sales staff. Gates wa formerly a partner in his own firm Sandherg-Gates; Hank Stanley habeen associated with Gates at th same firm.

Editorial note: Eastman spoke upon the awareness of a certain statistic: aside from the growth of radiosales with clock radios, portables, and transistors, the rep firm wonders it its customers are aware that radio homes have increased 23%.

Film

Feature film sales of post-1948's moved along steadily this week. Some of the principal transactions

were these:

• WGN-TV, Chicago, bought Sev-Arts Volume II of Warner Bros. lms of the 50's. It is 28th station buy the second group; Volume I

is 94 sales.

• KHOU-TV, Corinthian station Houston, extended its already avy emphasis on feature films with e purchase of the post-1950 Paraount package handled by Colorama.

wark Films' Bozo the Clown reewed contracts with three staous last week.

The stations involved are: WWJ-V, Detroit; WHDH, Boston; and 'CCO, Minneapolis.

Il Star Golf will be among the shows that will turn to color uring this coming season.

Henry G. Saperstein, president of len Films, pointed out that it was e apparent upswing in color intert that prompted him to give this irticular program color.

larence Greene and Russel ouse, producers of Tightrope ries for Screen Gems, is prearing a new show, The Seekers. Aimed at the 1961-62 season, the ries will depict human adventures countered by a group of research ientists.

creen Gems now has its own ock listing on the American tock Exchange.

The company is not only a proucer, but owns tv distribution rights 1,400 feature length pictures origially produced for theatrical showıg.

EOPLE ON THE MOVE: Barey W. Broiles to southern sales irector, Filmaster from Ziv Tv . . . ack Rhodes to central division iles manager, ITC, from account xecutive, same company . . . Herert L. Miller to national sales manger in charge of Wiljon Sales Corp. or Bill Burrud Productions . . . oscph J. Jacobs, industry attorey, to director of program and talnt negotiations, Ziv-United Artists .. C. P. (Pete) Jaeger to assistant the president of Official Films, rom executive v.p. of Flamingo ilms.

Public Service

WCAU, Philadelphia, will come to the aid of poultry and egg farmers in a campaign to promote the use of fresh eggs.

The promotion, to run for one week from 13 August, is cutitled Eggs 'Round the Clock.

The station will devote two minutes an hour, 24 hours a day, to persuade the public to use eggs around the elock.

WEJL, Scranton, Pa., has initiated a policy of editorializing.

The first in a series designed for this purpose will deal with the NAB radio code, urging all non-subscribing stations to subscribe to, and adhere to, the NAB code of good practices.

Public scrvice in action: WLW, Cincinnati, saluted the National 4-H Foundation's Farm Youth Exchange when the station played host to former and present IFYE participants at its Everybody's Farm near Cincinnati. The occasion was an alumni gathering from the three state area of Ohio, Indiana, and Kentucky . . . KHOU, Houston, ran a prime-time documentary, So You're Going To Have An Accident, treating the rights of citizens involved in accidents and walked off with the State Bar Journalism Award in an all-media competition . . . WWLP, Springfield, Mass., presented the 8th annual Servants of the Public awards in a special telecast to citizens who have made special contributions to their community . . . WONE, Dayton, O., has completed its 1961 Scholarship Awards in presenting a \$500 scholarship to five students representing the five school systems in the area . . . WJAS, Pittsburgh, Pa., will expand its awardwinning program, Profile Pittsburgh, a special series on fair housing practices, broadcast Monday through Friday, 6:05 to 6:30 p.m. . . . KOL. Seattle, Wash., has begun its annual game, the result of which will be cleaner beaches. Station, in running an annual campaign for cleaner beaches takes advantage of the fact that Seattle abounds with lakes and beaches, so the trick is to promote a treasure hunt for bottles which the

station drops in the area vaters by plane. Each bottle contain certificate, or gift certific to participating advertisers . . . WSB Atlanta, Ga., in observance of Water melon Weekend, presented a truckload of watermelons to the Bethlehem Community Center in Atlanta winner of the WSB Good Neighbor Award for the day . . . WMT-TV, Ccdar Rapids, Iowa, weather consultant, Conrad Johnson, ran an off-duty broadcast with a 100% listenership. Here's what happened: two people were trapped aloft in a private plane when a series of thunderstorms surrounded them. The FAA lacked the equipment to locate the storms exactly and could not give them a flight plan to escape. Johnson jumped on his radar screen, pin-pointed the storm, and during 75-minutes outlined a stormfree route which was radioed to the pilot via an FAA operator.

Kndos: WNBQ, Chicago, has been awarded a Freedoms Foundation honor citation for "outstanding achievement during 1960. The award was for the station's Drama of Democracy, a 16 week Monday through Friday series on the American political system during the election year of 1960. The station and program were cited as "an outstanding achievement in bringing about a better understanding of the American way of life during 1960."

Trade Dates

RAB has announced dates and locations of eight management conferences for member stations.

Time and places are:

7-8 September- Haddonfield, N.J. 11-12 September White Sulphur Springs, W. Va.

18-19 September—Sea Island, Ga.

21-22 September— Dallas, Texas 28-29 September Des Plaines, Ill.

5-6 October - Omaha, Neb.

9-10 October - Palo Alto, Calif.

12-13 October — Detroit, Mich.

Other trade dates: 6-8 August. Georgia Association of Broadeasters will hold their 26th annual convention at the King & Prince Hotel, Simon's Island, Ga.

1

In the 20 years since 1940, advertising dollars invested in trade publications have increased from \$64,000,000 to almost \$600,000,000 annually—a rate of growth second only to television.

2

Readership of business publications, according to Mc-Graw-Hill study, is up sharply since 1950. The reason: Greater demands on the knowledge and ability of business executives who must keep up with the pace and competition of American business.

1

Today a great need exists for alert, courageous, professional business publications in every field —publications that really reach their fields.

The top book in th average trade field according to widely-quoted Mi Graw-Hill study, di livers 66% of th executives allied t that trade categor, The top three pul lications delive 92%. It was note that an increase cost-per-qualifie reader and a re duced-degree-of-ir, fluence accomp nied each publica tion in descendin order.

the simple facts about business magazine advertising & readership are these

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ONSOR
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re these



CISOR tops its by a wider in than the ge leader. A ny (not made SPONSOR) on the agenevertiser mailst of a big narep showed **ENSOR** ahead 11 88.7% reader-MA recent study ew York ad y readership **Mucted** by a mal ad publicashowed that CISOR leads the ix iroadcast book 1%; and 70% lel in the "magread most" iti ory.



3

SPONSOR's page rate (\$625) is about 8% less than the magazine that rates second in most surveys.

The busy ad executive is kept fully posted and protected with one broadcast book specializing in the things he wants to know. Its new SPONSOR-WEEK, added to the eight yellow pages, interpretive articles in depth, and informative departments, provide agency/advertiser readers with a complete weekly package.

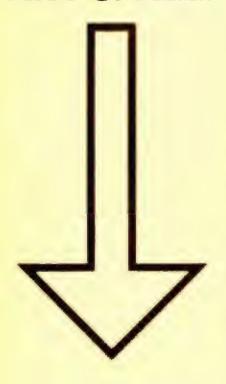


Thus, SPONSOR is the one publication fully keyed to your spot sales objectives. It's the shortest distance between buyer and seller.

SPONSOR

Shortest Distance Between Buyer And Seller Review, please, the latest accepted survey of your choice:

ANY or ALL!



The unbelievable Family audience in the Louisville Metro Area belongs to WKLO

Need we say more?

Call Bill Spencer

or



robert e. eastman & co., inc.

Other Air Trails Stations: WING, Dayton, O. WCOL, Columbus, O. WIZE, Springfield, O.

WEZE, Boston, Mass.



Tv and radio NEWSMAKER



David J. Mahoney, Jr., has been elected an executive v.p. of Colgate-Palmolive. It was, most recently, president of Go-Humor. Mahoney began his business or reer in 1946, following service in the U.S. Army, with Ruthrauff & Ryan Advt. In 1950 he established his own agency when he remained until 1955. He is a graduate of the University of Pennsylvania, and Ha

vard Business School. At Colgate-Palmolive his new responsibilities will involve all phases of the company's domestic markets.

Jerry Bess has been named to the new post of executive assistant to Hathaway Watson, v.p. in charge of broadcast operations for RKO General. Bess left the post of executive v.p. with Arkwright Advertising, New York, to accept the assignment. For the past 13 years he has worked with the account of Robert Hall Clothes, supervising all radio and television advertising.



Previously, he was with Emil Mogul advertising and Louis Cowa Productions. At RKO he will work with broadcast operations



Herman Maxwell has been made sale manager of WINS, New York. He replace Leon P. Gorma, who has been made assistant to the president of Gotham Broadcasting. Prior to his position as director of sales at WNBC, New York, Maxwell wallocal sales manager for that station from 1956 to 1957. From 1953 to 1956 he wallocount executive with WNBC. A veteral

broadcasting figure, he started with WOR in 1930, where he remained for 20 years. During World War II, he served in the Navy

Jack Donahue has been appointed general sales manager at KTLA, Los Angeles. This follows a three year tenure at the station, the past two as national sales manager, following a stint as assistant general sales manager. Donahue's background in broadcasting includes 18 years that began in 1941 when he joined the CBS o&o, KNX, Los Angeles. After serving as a pilot in the



USAF, he returned to California for a variety of station and agency assignments. In 1951 he again joined CBS and KNX.



The seller's viewpoint

Pointing a critical finger at the television medium is hypocricy personied," concludes Ray Simms, director of promotion at H-R Television, Inc., ation representative. "The time has come, and is in fact long overdue, for ose in the industry to speak up, wherever they may be, when they hear a itical word on the subject of television. The industry needs an army of senders to combat the many erroneous conceptions being wasted into veryday conversations by those in competing media, and those who just like gossip. A concentrated optimistic effort is needed."



Come to the defense of tv!

e in the television industry seem to have shirked a ry important responsibility. The defense of the televion medium rests upon spokesmen in our industry who would oppose the concentrated newspaper and magazine ti-television eampaign which has been well-planned and tried out over the past two years. Very few of our instry leaders are outspoken enough to have eited the any great facets of the television business.

Aside from Max Wylie, well known author and lecturer, id a qualified advertising agency executive, there have cen far too few critiques either written or spoken in dense of the greatest medium of our times.

It would appear that the favorite pastime of the eoekil set is making hypocritical statements about the medin. They are carried away by some of the more erudite levision critics and seem to mouth many of the phrases at these critics have put into print at the behest of their iblisher bosses. How hypocritical can people get when ey say, "we don't allow our children to view television'? ot only do their children view television in their own omes, but they view television in the homes of their iends. Far too few of the excellent testimonials from trent-teacher organizations, from civic organizations, and ommunity groups have been publicized by the networks in stations that have received them.

One of the most indicative of surveys recently taken in the Midwest, shows that those people who demanded more ablic information programing were in actuality people the had rarely, if ever, watched the large number of pubc information programs available to them each week.

Every one concerned in the broadcasting business, speeifically of course, television, should assume the responsibility of being an optimistic spokesman and a defender of television. Too many of us have been earried away by what we have actually seen in newsepapers and magazines, which, after all, are our arch competitors. We don't take an aggressive enough attitude to counteract the flimsy arguments which dwell on "the tremendous number of westerns and brutality programs" of which television has many. If it were only pointed out to the people that we ourselves come in contact with at various social or group functions, that television has brought the greatest drama, and the greatest educational vehicles to a larger number of people than any other medium in the history of the world, and at the same time has provided us with many hours of excellent entertainment, we would certainly be well along the road to dispelling some of the propaganda that the fourth estate has been repeating in a well-organized campaign against the television medium.

Without going into much greater detail, if you look back on all forms of entertainment, opera, drama, etc., we will find that violence is basically the background of entertainment. Therefore, to point the finger at the television medium is hypoericy personified, and we should all be well aware of it, and make our firm stand in defense of television. I contend that many of us have shirked onr responsibility to the television medium because we are not aware of the great features that television is able to deliver on a transcontinental basis and to all levels of our economy. A lot of homework enabling us to have facts and figures in defense of the medium is indicated for all of us.



More on the rating rat race

"Radio Station For Thinking Men Dies" read a recent headline in the San Francisco News-Call Bulletin.

The occasion was the announcement by Sherwood W. Gordon of his decision to sell his good music station KQBY because it couldn't compete in the "Hooper-Pulse-Nielsen rating rat race" and attract national ad dollars.

According to Gordon, "Our attempt to pioneer a completely unique radio station perhaps was born too soon for an industry so fraught with basic problems and shallow standards. We are sorry, but we will not compromise quality."

Such statements, of course, are bound to strike sympathetic chords in the hearts of many radio men who feel themselves blocked and frustrated by rating madness.

And it is always a disheartening thing when an idealist in any field has to accept a bitter defeat.

But, though we sympathize with Sherwood Gordon, we do want to caution against letting such incidents lead to overemotional thinking about the rating problem.

SPONSOR believes, and has said for years, that the infatuation with ratings is a terrible broadcast evil.

But let's not kid ourselves. The only way in which the industry can rid itself of its rating chains is by providing some better standard—some more satisfactory measurement for advertisers and agencies who buy time.

Unless and until the industry can provide this—and can get it accepted by its commercial customers—we're afraid that the ratings, with all their evils, will continue to plague us.

The key to the problem is—what better can we offer?

The FCC warning

The recent action of the FCC in granting a limited one-year license renewal to station KORD, Pasco, Wash., and the care it took in sending copies of its KORD decision to all broadcast licensees, was by its own admission "unusual."

But it should be ample warning to all station men of an increasingly tough Washington climate, and of the certainty that, in future, programing promises must be matched by program performance, if an FCC renewal is expected.

10-SECOND SPOTS

Stumps the experts: "Whisp: 'crisp, cool lettuce' until you can heard across the room." That's what a speech therapist advised Frank M. Gee to do to correct what he call a big sound pocket in the back of I throat, which he said was causis echoes. McGee told Bert Burns the N. Y. World-Telegram & St that at that point he had been react to give up a not-yet-begun radiocareer. Next fall McGee launches here and Now show on NBC T Right back where he started, lettue wise

Banned in Boston: Those portion or "cuts" of long playing record that aren't considered appropria for family listening are so marke and kept off the air by WCBS, Ne York. The station's morning man Jack Sterling, relates that he heard a song plugger who danced about madly screaming, "I've got a hit, I'a got a hit—CBS deleted nine out a my record's 12 cuts!"

Subterranean culture: "Adar Wade will now sing 'The Subwa Platform Blues,' announced Bo Howard, d.j. at WNEW, New York The song Wade sang: "I See th Writing on the Wall."

The name's the same: In Detroi for a taping session at WXYZ-TV Don Ameche related the comment of the New York musician who over heard a couple of colleagues apprehensively discussing the Berlin crisis "Irving's sick?"

Impact: Comedian George Jessel, to illustrate his feeling that to violence goes too far, told this joke at the FCC hearing: A father walked up to his son and said, "Sonny, I have bad news for you. Your old grandpa jusidied." The boy's reply: "Who show him?"

New category: Not an actor, not a dancer, singer or comedian. That's what the What's My Line panel had learned about the evening's mystery guest (NBC's Bill Cullen) when Jayne Meadows came to the conclusion, "With those credits, you must be a tv star."

CREATIVITY... wfmy-tv creates

sales in the nation's 44th market*

This intricate mosaic based on the sculpture of Queen Nefertite is an example of one of the oldest known forms of art... the creation of a design from many small pieces of stone.

For the creation of sales, depend on WFMY-TV to bring together 2.3 million viewers and

produce results for you in the nation's 44th TV market.*

For full details about WFMY-TV's creative abilities in the growing Industrial Piedmont, call your H-R-P representative today.

*Source: Television Magazine, 1960 Data Book





wfmy-tv

GREENSBORO, N. C.

'NOW IN OUR 12TH YEAR OF SERVICE'
Represented by Harrington, Righter and Parsons, Inc.



